

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 18, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.6	21,450
2	DYNASTY	25.3	21,200
3	SIMON & SIMON#	25.2	21,120
4	MAGNUM, P.I.	23.4	19,610
5	60 MINUTES	23.2	19,440
6	A TEAM	22.9	19,190
7	PEOPLE'S CHOICE AWARDS(S)	22.4	18,770
8	KNOTS LANDING#	22.1	18,520
9	HOTEL	21.9	18,350
10	TV BLOOPERS & PRAC. JOKES#	21.6	18,100
11	ABC MONDAY NIGHT MOVIE	21.4	17,930
11	FALCON CREST	21.4	17,930
13	ABC SUNDAY NIGHT MOVIE	20.2	16,930
14	DEAN MARTIN CELEB. ROAST(S)	20.0	16,760
15	HARDCASTLE & MCCORMICK	19.6	16,420
16	JEFFERSONS	18.6	15,590
17	CBS TUESDAY NIGHT MOVIES	18.4	15,420

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.3	40,390
2	DALLAS	17.0	37,390
3	MAGNUM, P.I.	16.7	36,710
4	DYNASTY	16.3	36,010
5	SIMON & SIMON#	16.2	35,670
6	TV BLOOPERS & PRAC. JOKES#	16.1	35,470
7	HARDCASTLE & MCCORMICK	15.5	34,130
8	60 MINUTES	14.4	31,700
9	PEOPLE'S CHOICE AWARDS(S)	13.9	30,510
10	DEAN MARTIN CELEB. ROAST(S)	13.6	29,930
11	FALCON CREST	13.3	29,290
12	ABC MONDAY NIGHT MOVIE	13.1	28,820
13	KNOTS LANDING#	13.0	28,730
14	LOVE BOAT	12.8	28,210
15	KNIGHT RIDER	12.8	28,160
16	WEBSTER	12.7	28,040
17	HOTEL	12.7	27,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	24.3	21,250
2	DALLAS	22.7	19,830
3	KNOTS LANDING#	22.0	19,230
4	HOTEL	20.4	17,820
5	PEOPLE'S CHOICE AWARDS(S)	19.9	17,410
6	FALCON CREST	19.0	16,590
7	SIMON & SIMON#	18.8	16,430
8	60 MINUTES	17.8	15,570
9	ABC MONDAY NIGHT MOVIE	17.7	15,520
10	MAGNUM, P.I.	17.3	15,120
11	TV BLOOPERS & PRAC. JOKES#	16.5	14,450
12	LOVE BOAT	15.9	13,900
13	CBS TUESDAY NIGHT MOVIES	15.4	13,450
14	DEAN MARTIN CELEB. ROAST(S)	15.1	13,220
15	JEFFERSONS	14.8	12,960
16	HARDCASTLE & MCCORMICK	14.6	12,770
17	ALICE	14.4	12,580

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	18.6	14,650
2	HARDCASTLE & MCCORMICK	17.4	13,720
3	60 MINUTES	16.6	13,110
4	SIMON & SIMON#	16.2	12,760
5	MAGNUM, P.I.	16.2	12,740
6	ABC SUNDAY NIGHT MOVIE	15.7	12,390
7	HILL STREET BLUES	15.1	11,870
8	TV BLOOPERS & PRAC. JOKES#	14.3	11,300
9	DALLAS	14.1	11,090
10	DEAN MARTIN CELEB. ROAST(S)	12.9	10,170
11	DYNASTY	12.6	9,960
12	PEOPLE'S CHOICE AWARDS(S)	12.6	9,910
13	NBC MONDAY NIGHT MOVIES#	12.3	9,740
14	ABC MONDAY NIGHT MOVIE	12.2	9,640
15	RIPLY'S BELIEVE IT-NOT	12.0	9,460
16	RIPTIDE#	12.0	9,440
17	FALL GUY	11.3	8,900

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 18, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	23.5	12,920
2	KNOTS LANDING#	21.4	11,750
3	ABC MONDAY NIGHT MOVIE	18.1	9,930
4	DALLAS	17.7	9,750
5	HOTEL	17.6	9,660
6	SIMON & SIMON#	16.3	8,970
7	PEOPLE'S CHOICE AWARDS(S)	16.1	8,830
8	ABC SUNDAY NIGHT MOVIE	15.1	8,290
9	FALCON CREST	14.9	8,200
10	HILL STREET BLUES	14.7	8,090
11	A TEAM	14.7	8,080
12	HARDCASTLE & MCCORMICK	14.6	8,030
13	TV BLOOPERS & PRAC. JOKES#	13.9	7,640
14	MAGNUM, P.I.	13.9	7,630
15	ST. ELSEWHERE	13.8	7,560
16	FACTS OF LIFE	13.5	7,430

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.7	8,250
2	60 MINUTES	28.9	7,770
3	PEOPLE'S CHOICE AWARDS(S)	27.3	7,340
4	HOTEL	26.2	7,060
5	DYNASTY	26.1	7,020
6	FALCON CREST	25.8	6,950
7	KNOTS LANDING#	24.1	6,490
8	MAGNUM, P.I.	23.6	6,340
9	CBS TUESDAY NIGHT MOVIES	23.4	6,290
10	SIMON & SIMON#	23.3	6,260
11	DEAN MARTIN CELEB. ROAST(S)	22.7	6,100
12	JEFFERSONS	22.6	6,080
13	ALICE	22.2	5,970
14	LOVE BOAT	21.2	5,690
15	TRAPPER JOHN, M.D.	20.9	5,620
16	DUKES OF HAZZARD#	20.4	5,500
17	SCARECROW & MRS. KING	19.7	5,300

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	20.0	10,620
2	HARDCASTLE & MCCORMICK	18.6	9,910
3	HILL STREET BLUES	17.7	9,430
4	ABC SUNDAY NIGHT MOVIE	15.7	8,330
5	SIMON & SIMON#	14.6	7,790
6	MAGNUM, P.I.	14.4	7,650
7	RIPTIDE#	13.6	7,220
8	TV BLOOPERS & PRAC. JOKES#	13.3	7,060
9	RIPLY'S BELIEVE IT-NOT	12.2	6,490
10	ABC MONDAY NIGHT MOVIE	12.1	6,450
10	REMINGTON STEELE#	12.1	6,450
12	NBC SUNDAY NIGHT MOVIE	11.7	6,200
13	NBC MONDAY NIGHT MOVIES#	11.5	6,100
14	MATT HOUSTON	11.4	6,070
15	AUTOMAN	11.3	6,010

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.2	5,770
2	DALLAS	23.7	4,860
3	SIMON & SIMON#	22.9	4,690
4	MAGNUM, P.I.	21.5	4,410
5	DUKES OF HAZZARD#	19.9	4,080
6	DEAN MARTIN CELEB. ROAST(S)	17.7	3,620
7	TV BLOOPERS & PRAC. JOKES#	17.1	3,510
8	A TEAM	17.1	3,500
9	PEOPLE'S CHOICE AWARDS(S)	16.9	3,470
10	FALCON CREST	16.7	3,420
11	CBS EVENING NEWS-RATHER	16.3	3,350
11	JEFFERSONS	16.3	3,350
13	HOTEL	15.8	3,240
14	SUZANNE PLESHETTE SHOW	15.6	3,200
15	HARDCASTLE & MCCORMICK	15.5	3,180
16	ALICE	15.5	3,170
16	DYNASTY	15.5	3,170

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11		
•EVENING																																					
A TEAM						24	210	208	A	22.9	34	1919	2105	610	268	653	253	421	379	280	207	762	343	553	436	351	181	251	91	439	273						
1 TUE.	8.00P	60		NBC	A	99	99		B	24.2	35	2028	2062	635	252	693	254	437	410	323	215	714	295	493	420	328	188	235	81	420	268						
2 TUE.	8.00P	120																																			
	8.00	8.30							A	22.2	33	1860	2101	608	274	662	264	399	364	267	225	708	296	477	383	332	204	236	89	495	306						
	8.30	9.00							A	24.3	35	2036	2112	585	265	629	249	401	368	264	194	750	332	541	446	353	179	256	100	477	310						
	9.00	9.30							A	22.6	33	1894	2190	650	262	677	261	478	425	300	193	845	420	655	482	364	162	272	90	396	240						
	9.30	10.00							A	22.0	33	1844	1991	620	263	649	229	442	394	311	201	817	381	622	472	372	171	247	74	278	157						
ABC BUSINESS BRIEF-MON						5	148		A	13.9	20	1165	2078	678	291	796	318	557	461	345	200	632	312	461	380	193	150	152	40	498	326						
1 MON.	8.58P	1		ABC	N	89			B	16.5	23	1383	1958	676	289	742	264	462	405	339	229	638	278	419	345	237	176	222	79	356	238						
ABC BUSINESS BRIEF-WED						10	160	202	A	20.5	31	1718	1814	711	323	824	341	490	410	330	265	560	181	326	307	289	201	169	73	261	159						
WED.	8.58P	1		ABC	N	91	98		B	20.5	30	1718	1853	720	301	817	324	487	423	352	259	624	224	383	348	298	198	162	73	250	164						
ABC BUSINESS BRIEF-FRI						9	177	184	A	17.4	28	1458	1872	736	302	829	283	457	440	354	314	452	160	244	241	198	171	195	124	396	273						
1 FRI.	8.44P	1		ABC	N	95	97		B	16.9	26	1416	1820	762	302	854	295	486	445	377	312	468	153	264	264	222	169	180	106	318	207						
2 FRI.	8.46P	1																																			
ABC MONDAY NIGHT MOVIE						9	203	204	A	21.4	33	1793	1607	771	272	866	332	554	495	421	249	538	243	360	304	218	146	134	73	69	30						
MON.	9.00P	120		ABC	FF	99	99		B	21.5	32	1802	1757	759	325	853	325	557	490	406	237	586	239	395	341	267	151	174	87	144	91						
	9.00	9.30							A	19.9	29	1668	1639	759	256	841	321	537	470	397	253	541	246	362	298	214	151	153	81	104	57						
	9.30	10.00							A	20.7	31	1735	1611	770	252	860	337	551	487	404	252	541	245	354	302	222	151	138	76	72	30						
	10.00	10.30							A	22.2	36	1860	1603	784	281	883	333	556	507	439	256	537	245	362	306	215	141	126	68	57	20						
	10.30	11.00							A	22.6	38	1894	1583	773	295	879	339	570	516	442	238	530	234	361	312	222	139	127	70	47	14						
ABC NEWSBRIEF-M-F						119	177	192	A	16.7	26	1399	1688	776	301	868	333	547	472	400	262	537	209	336	306	245	157	137	83	146	96						
1 MON.	9.54P	2		ABC	N	94	97		B	16.1	25	1349	1711	723	294	806	291	491	440	376	255	592	224	376	338	279	172	160	79	153	106						
1 TU-F	9.58P	1																																			
2 MON.	9.56P	1																																			
2 TU-TH	9.58P	1																																			
2 FRI.	9.57P	2																																			
ABC NEWSBRIEF-SAT.						24	185	189	A	17.0	29	1425	1851	867	361	937	293	524	474	400	355	534	182	335	296	222	176	157	76	223	114						
SAT.	9.58P	1		ABC	N	98	98		B	18.8	31	1575	1748	785	287	867	258	449	418	381	360	527	171	302	269	241	192	167	97	187	131						
ABC NEWSBRIEF-SUN.						24	197	197	A	20.2	32	1693	1672	660	326	755	296	508	435	364	207	710	286	471	416	349	187	142	66	65	38						
SUN.	10.01P	1		ABC	N	98	98		B	20.0	30	1676	1771	700	308	770	292	510	452	375	207	765	312	533	468	366	184	148	77	88	56						
ABC SPORTS UPDATE-SAT						24	190	185	A	15.7	26	1316	1882	824	311	896	234	431	419	444	399	604	196	327	315	288	231	151	66	231	109						
SAT.	8.58P	1		ABC	SN	96	98		B	17.2	28	1441	1768	749	272	821	221	407	396	395	357	606	175	331	314	304	235	136	62	205	132						
ABC SPORTS UPDATE-SUN						22	199	198	A	20.5	30	1718	2116	725	323	793	296	499	461	385	237	861	368	624	504	398	196	242	94	220	118						
1 SUN.	8.33P	2		ABC	SN	98	98		B	18.0	26	1508	1964	731	327	805	289	511	478	395	239	757	295	535	468	377	179	183	79	219	139						
2 SUN.	8.34P	1																																			
ABC SUNDAY NIGHT MOVIE						21	203	204	A	20.2	34	1693	1647	633	322	725	272	491	438	364	187	732	284	493	445	372	183	120	50	70	42						
1 SUN.	9.00P	162		ABC	FF	99	99		B	21.4	33	1793	1795	736	335	806	304	539	495	407	203	750	308	531	464	363	172	157	81	82	55						
2 SUN.	9.00P	150																																			
	9.00	9.30							A	20.2	30	1693	1800	672	362	774	308	530	482	384	185	753	290	510	457	389	188	155	72	118	73						
	9.30	10.00							A	20.9	31	1751	1714	646	323	745	279	502	442	374	195	746	302	508	429	372	190	150	66	73	47						
	10.00	10.30							A	21.0	34	1760	1652	647	320	740	284	504	434	369	195	731	291	486	434	364	189	124	55	57	34						
	10.30	11.00							A	20.2	35	1693	1602	626	310	711	263	476	422	364	190	721	269	481	452	380	178	116	50	54	32						
	11.00	11.30							A	19.4	39	1626	1475	586	296	665	230	441	400	334	179	698	258	469	448	360	173	67	15	45	23						
	11.30	12.00							A	17.9	47	1500	1523	554	333	616	218	467	454	341	114	790	340	539	477	339	185	47	17	70	42						
ABC WORLD NEWS TONIGHT						120	206	206	A	10.7	19	897	1586	762	263	807	209	355	352	365	368	6															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																														
ABC	WRLD NEWS TONIGHT-SUN	21	164	156		A	8.3	15	696	1727	748	323	789	188	294	304	375	405	727	233	314	249	349	366	134 ^Δ	40 ^Δ				
	SUN.	6.30P	30	ABC	N	87	84	B	8.6	15	721	1622	670	232	750	164	307	307	344	388	681	190	316	287	319	308	68	36	123	76
AFTERMASH		22	200	204		A	16.6	24	1391	1515	690	264	756	241	358	356	283	345	494	165	297	270	226	177	161	55 ^Δ	104	46 ^Δ		
	MON.	9.00P	30	CBS	CS	99	99	B	20.2	29	1693	1718	758	273	838	287	459	422	352	330	577	218	354	315	270	190	169	78	134	80
AIRWOLF		6	193			A	13.2	22	1106	1790	586	190 ^Δ	678	231	431	412	363	200 ^Δ	625	167 ^Δ	412	396	388	175 ^Δ	262	65 ^Δ	225	155 ^Δ		
	1 SAT.	9.00P	60	CBS	A	95		B	14.2	23	1190	1898	643	234	697	230	424	406	363	222	740	273	501	451	387	196	215	59	246	178
	9.00 - 9.30					A	12.7	21	1064	1759	574	166 ^Δ	663	214 ^Δ	406	398	361	213 ^Δ	605	158 ^Δ	392	380	375	179 ^Δ	261	66 ^Δ	230	154 ^Δ		
	9.30 - 10.00					A	13.7	23	1148	1805	594	211	687	243	453	421	365	189 ^Δ	633	170 ^Δ	426	410	399	167 ^Δ	263	64 ^Δ	222	157 ^Δ		
A.K.A. PABLO		2	204	206		A	14.9	22	1249	1801	712	276	808	304	484	393	362	268	530	206	330	259	230	175	226	152	237	174		
	TUE.	8.30P	30	ABC	CS	98	99	B	14.9	22	1249	1801	712	276	808	304	484	393	362	268	530	206	330	259	230	175	226	152	237	174
ALICE		5	198	195		A	17.7	27	1483	1657	710	313	848	259	378	340	361	402	502	167	247	237	191	214	137	75 ^Δ	170	117		
	SUN.	9.30P	30	CBS	CS	99	95	B	18.6	28	1559	1673	733	283	837	260	399	361	343	373	522	167	268	242	218	164	82	150	113	
AUTOMAN		2	149	202		A	14.2	21	1190	2134	684	261	764	344	538	456	294	192	662	372	506	420	196	141	220	77 ^Δ	488	332		
	MON.	8.00P	60	ABC	A	90	98	B	14.2	21	1190	2134	684	261	764	344	538	456	294	192	662	372	506	420	196	141	220	77	488	332
	8.00 - 8.30					A	13.5	20	1131	2095	680	249	760	343	530	450	285	197	649	366	492	410	189	145	213	76 ^Δ	473	326		
	8.30 - 9.00					A	14.9	22	1249	2158	686	265	764	343	544	459	302	186	667	373	516	430	201	136	227	76 ^Δ	500	338		
BENSON		21	185	184		A	15.9	26	1332	1809	723	290	814	234	393	395	345	354	497	165	246	240	211	206	158	89	340	224		
	FRI.	8.00P	30	ABC	CS	96	97	B	16.5	28	1383	1733	750	284	845	258	445	416	379	341	507	162	282	265	233	190	142	84	239	161
BLUE THUNDER		9	180	189		A	14.1	22	1182	1882	669	312	716	247	490	465	403	181	662	227	421	437	358	177	177	96 ^Δ	327	237		
FRI.	9.00P	60	ABC	A	95	98		B	14.2	22	1190	1839	642	252	681	219	442	431	379	193	670	236	445	430	355	177	189	70	299	218
	9.00 - 9.30					A	14.2	22	1190	1857	663	307	706	236	481	466	403	180	665	236	423	442	353	177	171	93 ^Δ	315	228		
	9.30 - 10.00					A	14.0	22	1173	1896	672	318	721	256	497	463	404	180	654	218	419	429	358	174	182	97 ^Δ	339	246		
BUFFALO BILL		13	192	195		A	12.4	19	1039	1535	661	258	719	329	445	414	282	208	531	267	360	310	193	128	160	97 ^Δ	125	82 ^Δ		
	THU.	9.30P	30	NBC	CS	98	96	B	12.9	19	1081	1617	709	306	799	357	532	456	317	220	581	281	421	369	227	131	136	83	101	67
BUGS BUNNY MYSTERY SPEC.(S)		182				A	11.3	19	947	2445	549	246	621	304	455	383	247	132 ^Δ	491	229 ^Δ	383	308	201 ^Δ	108 ^Δ	353	137 ^Δ	980	540		
	1 SAT.	8.30P	30	CBS	EA	96																								
CBS EVENING NEWS-RATHER		119	203	203		A	13.5	24	1131	1444	650	223	721	135	246	258	320	428	594	155	252	241	241	296	66	32 ^Δ	63	49 ^Δ		
	M-F	6.30P	30	CBS	N	99	99	B	14.0	24	1173	1541	692	210	766	152	285	285	329	435	613	145	268	264	288	300	76	33	86	53
CBS EVENING NEWS-DEAN(B)		102				A	4.7	8	394	1632	790	408 ^Δ	821	134 ^Δ	294 ^Δ	403 ^Δ	482 ^Δ	390 ^Δ	701	153 ^Δ	393 ^Δ	439 ^Δ	344 ^Δ	262 ^Δ	110 ^Δ	LT	LT	LT		
	2 SUN.	6.30P	30	CBS	N	46																								
CBS EVENING NEWS-DEAN		15	179			A	10.7	20	897	1586	724	242 ^Δ	780	101 ^Δ	300	312	406	441	675	214 ^Δ	314	277	261	295	82 ^Δ	18 ^Δ	49 ^Δ	26 ^Δ		
	1 SUN.	6.00P	30	CBS	N	89		B	9.9	18	830	1612	693	222	758	150	307	303	353	405	677	184	318	310	308	301	95	47	82	53
CBS SAT. NEWS-SCHIEFFER		17	164	148		A	8.6	17	721	1574	633	168	669	95 ^Δ	202	223	335	409	760	203	351	295	362	352	68 ^Δ	LT	77 ^Δ	39 ^Δ		
	SAT.	6.30P	30	CBS	N	90	85	B	10.1	19	846	1551	702	188	757	141	270	274	333	438	644	164	309	289	311	293	64	21	86	54
CBS SPECIAL MOVIE PRESNT.(S)		189				A	14.6	26	1223	1538	620	259	660	151 ^Δ	303	318	430	297	634	152 ^Δ	369	417	402	217	131 ^Δ	19 ^Δ	113 ^Δ	90 ^Δ		
	2 SAT.	9.00P	120	CBS	FF	99																								
	9.00 - 9.30					A	12.0	20	1006	1614	675	287	710	197 ^Δ	358	343	416	308	599	140 ^Δ	343	379	362	220 ^Δ	122 ^Δ	25 ^Δ	183 ^Δ	137 ^Δ		
	9.30 - 10.00					A	14.1	24	1182	1577	630	259	659	156 ^Δ	310	322	422	289	618	163 ^Δ	363	418	373	200	125 ^Δ	12 ^Δ	175 ^Δ	137 ^Δ		
	10.00 - 10.30					A	14.7	27	1232	1547	632	261	664	150 ^Δ	303	317	446	302	647	150 ^Δ	384	433	430	214	147 ^Δ	19 ^Δ	89 ^Δ	71 ^Δ		
	10.30 - 11.00					A	17.4	33	1458	1445	567	233	621	112 ^Δ	257	297	437	295	660	156 ^Δ	386	432	428	228	128 ^Δ	21 ^Δ	36 ^Δ	36 ^Δ		
CBS TUESDAY NIGHT MOVIES		17	196	197		A	18.4	29	1542	1456	775	266	872	218	400	400	417	408	473	150	237	227	204	195	56 ^Δ	37 ^Δ	55 ^Δ	45 ^Δ		
	1 TUE.	9.00P	120	CBS	FF	99	98	B	17.4	27	1458	1526	764	267	864	261	441	405	394	361	512	161	279	253	248	195	89	51	61	41
CONT'D																														

[illegible]

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)						
EVENING CONT'D																																		
HILL STREET BLUES-CONT'D																																		
THU. 10.00P 60 NBC OP 99 99																			B 17.8 29 1492		1684 703 299		768 334 556 500 357 173		768 374 590 514 329 146		96 39		52 37					
10.00 - 10.30																			A 17.3 27 1450		1724 689 321		765 313 548 510 375 167		804 412 636 534 331 130		106 56A		49A 37A					
10.30 - 11.00																			A 18.1 30 1517		1680 699 311		763 313 540 499 378 178		796 401 633 532 331 131		86 42A		35A 25A					
HOTEL																																		
WED. 10.00P 60 ABC GD 99 99																			A 21.9 38 1835		1523 851 345		971 330 527 445 440 385		434 115 223 220 225 176		74 54A		44A 33A					
10.00 - 10.30																			B 21.9 37 1835		1532 814 307		905 285 496 460 444 337		499 165 285 260 245 178		81 53		47 29					
10.30 - 11.00																			A 22.0 36 1844		1554 853 355		985 346 545 450 437 382		442 116 230 230 232 175		82 60A		45A 34A					
																			A 21.7 39 1818		1492 852 336		960 315 508 440 445 390		423 108 213 209 223 177		66 48A		43A 31A					
JEFFERSONS																																		
SUN. 9.00P 30 CBS CS 99 93																			A 18.6 27 1559		1665 715 299		831 264 368 338 352 390		509 173 246 213 193 215		149 79		176 126					
																			B 18.8 27 1575		1668 759 294		854 255 411 379 364 383		510 163 262 232 221 211		139 72		165 115					
KNIGHT RIDER																																		
SUN. 8.00P 60 NBC A 99 99																			A 16.6 25 1391		2024 663 283		755 287 453 409 340 245		581 239 385 326 223 162		225 90		463 303					
8.00 - 8.30																			B 17.9 26 1500		2124 677 264		758 289 497 441 344 219		669 262 470 408 318 163		251 111		446 295					
8.30 - 9.00																			A 15.6 24 1307		2060 671 299		770 293 466 418 348 249		581 241 377 325 215 167		219 87A		490 317					
																			A 17.5 26 1467		1998 657 270		744 286 446 402 334 242		581 237 389 330 228 158		232 90		441 293					
KNOTS LANDING																																		
1 THU. 10.00P 60 CBS GD 99																			A 22.1 35 1852		1551 917 365		1037 431 634 467 419 350		376 126 197 177 166 154		80A 72A		58A 46A					
10.00 - 10.30																			B 20.6 34 1726		1557 851 312		966 362 547 474 400 355		422 165 257 221 187 142		101 67		68 46					
10.30 - 11.00																			A 22.0 34 1844		1579 921 364		1047 439 641 473 423 353		379 125A 198 182 164 154		79A 75A		74A 52A					
																			A 22.1 36 1852		1524 917 367		1032 425 628 461 416 351		368 124 194 175 168 150		79A 69A		45A 41A					
LAROCHE POLITICAL(S)																																		
10.30 - 11.00																			A 4.9 9 411		1311 635 292A		676 255A 309A 240A 228A 360A		498A 133V 213A 202A 190A 248A		105V 56V		32V 32V					
2 SAT. 10.30P 30 NBC P 96																																		
LEG MEN 3 173 183																			A 7.4 12 620		1844 656 256		725 265 468 444 375 224		649 312 483 392 243 120A		201 126A		269 193					
FRI. 9.00P 60 NBC PD 94 96																			B 7.2 11 603		1803 634 227		686 235 421 404 366 215		661 306 506 425 281 110		166 110		290 205					
9.00 - 9.30																			A 7.5 12 629		1827 611 262		705 248 446 428 364 228		650 298 475 400 254 128A		189 114A		283 200					
9.30 - 10.00																			A 7.4 12 620		1816 690 240		732 276 483 452 380 216		634 321 483 374 225 111A		204 133A		246 179A					
LOTTERY 3 175 183																			A 13.4 20 1123		1785 783 319		841 291 505 464 412 268		569 209 344 318 275 164		195 97A		180 105					
THU. 9.00P 60 ABC A 94 95																			B 12.9 19 1081		1721 790 305		867 308 508 478 401 289		542 189 323 300 267 167		175 85		137 82					
9.00 - 9.30																			A 12.5 19 1048		1736 779 323		837 286 503 458 419 268		537 186 318 301 269 153		172 89A		190 104A					
9.30 - 10.00																			A 14.4 22 1207		1800 773 313		833 293 502 465 402 262		587 223 358 330 276 169		213 103		167 104					
LOVE BOAT 22 187 188																			A 17.7 30 1483		1902 863 358		937 279 496 452 394 384		542 179 325 279 224 196		199 92		224 119					
SAT. 9.00P 60 ABC CS 98 98																			B 19.8 33 1659		1735 772 277		859 248 423 392 368 382		510 163 285 253 227 196		172 103		194 135					
9.00 - 9.30																			A 16.5 28 1383		1933 864 350		940 277 483 448 382 401		540 184 323 271 218 201		220 99		233 123					
9.30 - 10.00																			A 18.9 32 1584		1867 862 362		932 280 506 457 402 368		540 172 327 283 228 193		181 86		214 112					
LYNDA CARTER: BODY & SOUL(S) 196																			A 12.6 21 1056		1562 658 231		745 162A 256 283 342 400		485 128A 195A 222 235 231		151A 88A		181A 142A					
2 FRI. 8.00P 60 CBS GV 98																			A 12.7 21 1064		1563 639 227		711 150A 245 274 336 383		503 123A 202A 231 254 242		157A 90A		192A 150A					
8.00 - 8.30																			A 12.6 20 1056		1541 669 233		769 171A 264 288 344 413		461 133A 187A 208A 214A 216A		142A 85A		169A 132A					
8.30 - 9.00																																		
MAGNUM, P.I. 23 194 204																			A 23.4 36 1961		1872 693 260		770 231 388 358 368 322		649 235 391 346 300 225		210 103		243 164					
THU. 8.00P 60 CBS PD 97 99																			B 22.5 34 1886		1805 740 268		814 247 419 394 379 337		633 220 380 337 303 215		158 60		200 126					
8.00 - 8.30																			A 22.2 35 1860		1855 687 261		764 222 374 349 366 332		638 222 372 332 297 230		196 90		257 174					
8.30 - 9.00																			A 24.6 37 2061		1883 698 260		776 236 400 365 374 316		657 244 403 357 300 221		221 115		229 156					
MAMA MALONE 2 183 199																			A 12.2 19 1022		1769 711 323		820 270 417 357 333 348		394 129 203 153 163 163		228 146		327 261					
WED. 8.30P 30 CBS CS 96 99																			B 12.2 19 1022		1769 711 323		820 270 417 357 333 348		394 129 203 153 163 163		228 146		327 261					
MAMA'S FAMILY 10 184 186																			A 12.9 22 1081		1825 681 266		780 247 415 396 346 316		502 168 297 266 235 170		197 117		346 279					
CONT'D																																		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																														
NBC NIGHTLY NEWS-SUN					11	168	167	A	8.1	15	679	1474	547	198	615	110	240	249	307	331	649	180	328	308	310	267	69	8	141	75
SUN.					6.30P	30	NBC N	B	7.2	12	603	1545	659	233	726	129	285	293	374	373	605	136	278	291	326	265	92	24	122	75
NBC NIGHTLY NEWS					119	205	206	A	11.1	20	930	1592	714	210	790	137	322	323	406	422	636	179	295	275	269	292	73	29	93	60
M-F					6.30P	30	NBC N	B	11.3	20	947	1564	691	222	770	150	315	307	360	405	621	160	291	271	281	289	78	30	95	60
NBC SUNDAY NIGHT MOVIE					18	198	202	A	14.5	23	1215	1811	686	255	707	254	453	418	364	207	728	291	511	444	328	170	210	89	166	137
SUN.					9.00P	120	NBC FF	B	16.8	25	1408	1803	731	292	809	294	515	463	389	243	687	274	476	413	326	168	185	80	122	79
9.00 - 9.30								A	14.6	21	1223	1859	670	247	697	260	439	418	342	212	720	303	506	454	318	158	240	114	202	156
9.30 - 10.00								A	14.9	22	1249	1891	715	274	740	271	480	442	387	207	743	291	518	490	348	166	223	93	185	151
10.00 - 10.30								A	14.9	24	1249	1747	675	247	687	245	451	405	353	198	732	294	516	433	330	174	190	72	138	118
10.30 - 11.00								A	13.7	23	1148	1722	671	243	694	239	436	406	365	205	703	272	489	384	310	183	183	78	142	125
NEW SHOW					9	178	185	A	6.7	12	561	1724	643	309	696	284	498	474	333	181	619	310	440	381	245	124	189	113	220	158
FRI.					10.00P	60	NBC GV	B	8.0	14	670	1768	627	312	698	320	500	428	306	166	663	334	497	466	280	115	188	87	219	160
10.00 - 10.30								A	7.2	12	603	1760	657	310	709	290	509	480	333	188	610	297	429	394	241	132	177	106	264	202
10.30 - 11.00								A	6.3	11	528	1629	618	303	665	274	476	455	324	168	609	314	435	354	240	115	194	113	161	100
NEWHART					19	201	204	A	16.1	24	1349	1503	707	295	781	260	383	371	305	332	502	181	301	265	206	180	163	52	57	27
MON.					9.30P	30	CBS CS	B	17.7	26	1483	1627	755	259	833	271	436	408	358	344	569	206	338	307	264	197	136	61	89	48
NEWSBREAK-TUE(B)					120			A	9.3	13	779	1605	843	221	899	203	324	348	390	520	488	111	191	162	168	284	98	58	120	75
1 TUE.					8.58P	1	CBS N																							
NEWSBREAK-M-F					118	164	184	A	15.4	23	1291	1696	723	266	812	224	371	364	371	378	512	161	270	249	241	212	157	87	215	142
MON.					8.57P	2	CBS N	B	15.8	23	1324	1787	748	253	831	257	416	384	359	361	555	187	312	284	258	209	151	72	250	157
1 WED.					8.28P	1																								
TH & F					8.58P	1																								
2 TUE.					9.05P	2																								
2 WED.					8.27P	1																								
NEWSBREAK-SAT.					23	171	174	A	9.8	16	821	2097	609	289	694	306	447	375	269	216	537	222	369	344	229	157	273	99	593	295
SAT.					8.58P	1	CBS N	B	10.6	18	888	2003	706	245	779	276	446	398	343	281	621	256	407	363	275	180	203	91	400	238
NEWSBREAK-SUN.					24	186	179	A	13.8	20	1156	1542	684	272	778	199	335	328	375	380	518	148	218	241	246	226	78	34	168	118
SUN.					8.58P	1	CBS N	B	17.3	25	1450	1715	759	300	842	236	403	386	389	374	583	184	302	288	279	228	110	61	180	121
NIGHT COURT					10	183	200	A	15.0	23	1257	1741	747	339	843	292	559	464	413	256	514	199	345	291	240	139	273	173	111	100
WED.					9.30P	30	NBC CS	B	15.6	23	1307	1704	732	276	806	291	509	435	371	256	540	223	363	305	234	148	244	127	114	80
OH MADELINE					20	152	200	A	13.2	20	1106	1612	735	258	817	359	520	425	340	226	440	186	276	245	180	124	160	112	195	128
TUE.					9.30P	30	ABC CS	B	15.1	23	1265	1677	705	283	798	317	511	432	352	232	518	208	330	302	230	141	202	130	159	110
ONE DAY AT A TIME					2	180	196	A	12.6	20	1056	1674	703	264	788	256	393	350	331	341	388	141	193	137	154	164	190	138	308	220
WED.					8.00P	30	CBS CS	B	12.6	20	1056	1674	703	264	788	256	393	350	331	341	388	141	193	137	154	164	190	138	308	220
PEOPLE'S CHOICE AWARDS(S)					199			A	22.4	36	1877	1625	805	299	926	297	470	411	381	390	528	222	316	253	194	186	97	46	74	53
2 THU.					9.00P	122	CBS AC																							
9.00 - 9.30								A	21.8	33	1827	1754	804	265	905	273	426	390	378	403	603	237	347	296	244	221	118	55	128	85
9.30 - 10.00								A	23.2	35	1944	1666	801	297	921	295	457	400	377	396	570	232	339	269	223	206	102	47	73	58
10.00 - 10.30								A	22.8	36	1911	1557	813	313	936	304	490	425	384	380	479	211	295	232	167	162	91	41	51	35
10.30 - 11.00								A	22.0	38	1844	1532	810	324	953	317	510	429	386	386	462	210	287	218	143	155	72	39	45	29
REAL PEOPLE					22	179		A	13.4	21	1123	2023	727	266	857	289	471	407	411	309	581	162	308	245	245	241	252	185	333	198
1 WED.					8.00P	60	NBC PV	B	16.2	25	1358	1720	704	229	785	214	363	344	349	365	575	167	293	258	250	250	180	100	180	110
8.00 - 8.30								A	13.1	21	1098	2032	703	282	852	295	462	396	404	309	573	148	297	246	248	242	258	189	349	205
8.30 - 9.00								A	13.7	21	1148	2004	751	250	862	286	483	413	415	309	585	172	316	242	243	239	241	177	316	188

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
LATE FRINGE CONT'D																																	
EYE ON HOLLYWOOD 16 127 128 A 2.2 8 184 1027 543 261^ 587 141^ 337 342 321 218^ 418 141^ 249^256^ 217^119^ LT LT LT LT																																	
1 MON.	12.00M	30	ABC	GV			72	74	B	2.1	8	176	1033	518 276	586 177	348 294	292 209				417 166	260 242	199 113				LT	LT	LT	LT			
1 TU&TH	12.00M	32																															
1 W & F	12.00M	31																															
2 M & F	12.00M	31																															
2 WED.	12.07A	30																															
2 THU.	12.00M	30																															
FRIDAY NIGHT VIDEOS 24 200 199 A 3.9 19 327 1450 474 324^ 560 309^ 444 300^ 184^103^ 426 328^ 391 239^ 95^ 19v 412 189^ 52v 52v																																	
FRI.	12.30A	90	NBC	PC			98	98	B	3.9	18	327	1376	463 208	536 296	418 314	181 92				527 352	436 297	142 61				242 126	71 64					
12.30 - 1.00									A	4.9	20	411	1436	497 312	609 319	438 275^	205^151^				516 354	456 297	158^ 36v				247^138^	64v 64v					
1.00 - 1.30									A	3.8	19	318	1478	525 358^	597 335^	486 352^	192^ 98^				364^355^	355^170^	LT LT				488 202^	29v 29v					
1.30 - 2.00									A	3.1	20	260	1358	355^278^	405^243^	374^266^	135^ 27v				331^246^	323^224^	85v LT				572 257^	50v 50v					
LATE MOVIE I 126 169 177 A 5.7 21 478 1107 520 219 598 161 293 280 284 242 456 240 291 207 128 139 45^ 19v LT LT																																	
1 MTUTHF	11.30P	68	CBS	FF			87	91	B	6.4	21	536	1180	584 209	643 190	337 328	327 250				461 163	286 264	229 139				51 25	25	14				
1 WED.	12.02A	69																															
2 MON.	11.30P	68																															
2 TUE.	12.19A	69																															
2 WED.	11.30P	69																															
11.30 - 12.00									A	6.2	18	520	1200	580 234	667 182	331 316	325 265				446 216	277 209	137 146				69^ 27v	18v LT					
12.00 - 12.30									A	5.7	21	478	1121	529 225	611 155	304 295	304 244				475 251	304 214	131 142				35^ 18v	LT LT					
12.30 - 1.00									A	5.1	24	427	1023	452 194	517 143	250 241	227 215				481 282	325 222	129^119^				20v LT	LT LT					
1.00 - 1.30 A 4.5 27 377 767 300 160 361 103^ 103^ 72^ 88^228 388 250 250 148^ 61^128^ 18v LT LT LT																																	
LATE MOVIE II 127 170 178 A 4.2 25 352 1040 440 187 522 164 284 275 225 173 474 236 304 231 173 130^ 35v LT LT LT																																	
1 MON.	12.38A	45	CBS	FF			88	91	B	4.5	25	377	1056	498 189	552 170	305 300	289 190				447 171	280 260	226 125				41 20	16					
1 TUE.	12.38A	46																															
1 WED.	1.11A	44																															
1 THU.	12.38A	48																															
1 FRI.	12.38A	47																															
2 MON.	12.38A	48																															
2 TUE.	1.28A	42																															
2 WED.	12.39A	47																															
12.30 - 1.00									A	4.7	23	394	1099	483 216	602 219	366 327	248 168				450 214	277 196	167 135^				40^ LT	LT LT					
1.00 - 1.30									A	4.1	26	344	1102	480 200	541 154^	290 311	255 175				522 256	353 270	202 135^				31v LT	LT LT					
1.30 - 2.00									A	3.4	27	285	747	235 126^	274 49v	49v 57^	88^182^				456 253	253 214	140^133^				17v LT	LT LT					
2.00 - 2.30									A	3.3	31	277	563^	267^ 40v	267^ LT	LT LT	55v267^				296^163v	163v163v	36v133v				LT LT	LT LT					
NBC LATE NIGHT MOVIE 24 70 71 A 1.4 6 117 829^ 376^ 60v 419^197v 231v180v 162v188v 410^299^ 316^145v 51v 94v LT LT LT LT																																	
1 SUN.	11.30P	124	NBC	FF			42	45	B	1.5	6	126	832	365 88	439 210	269 191	177 154				347 142	226 208	133 97				39 LT	LT LT					
2 SUN.	11.30P	102																															
11.30 - 12.00									A	1.5	4	126	1048	572^ 79v	611^199v	334^295^	333^277^				437^199v	247^207v	166v190v				LT LT	LT LT					
12.00 - 12.30									A	1.5	6	126	841^	364^ 79v	452^214v	214v134v	167v238^				389^326^	326^159v	LT 63v				LT LT	LT LT					
12.30 - 1.00									A	1.3	7	109	899^	293^ 64v	367^239v	239v175v	64v128v				532^477^	477^156v	LT 55v				LT LT	LT LT					
1.00 - 1.30									A	1.1	8	92	620^	294v LT	337^174v	174v130v	109v163v				283v239v	239v LT	LT LT				LT LT	LT LT					
SATURDAY NIGHT 21 202 204 A 7.2 20 603 1443 572 294 655 342 502 401 259 127^ 576 278 466 400 257 84^ 171^ 63^ 41v 36v																																	
SAT.	11.30P	82	NBC	GV			99	99	B	7.4	21	620	1563	549 251	627 307	482 379	253 117				663 392	552 409	227 85				208 116	65 51					
11.30 - 12.00									A	8.2	20	687	1495	607 253	673 302	466 428	282 175				579 245	459 417	277 97^				157^ 56^	86^ 70^					
12.00 - 12.30									A	7.3	21	612	1358	534 280	605 317	482 370	258 104^				572 289	473 394	258 69^				164^ 66^	17v 17v					
12.30 - 1.00									A	5.8	20	486	1434	551 377	685 447	599 402	216^ 65^				553 314	447 364	209^ 73^				196^ 65^	LT LT					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
LATE FRINGE CONT'D																														
TONIGHT SHOW																														
1	M-F	11.30P	60	NBC	GV		117	205	207	A	7.3	23	612	1361	636 216	716 236	375 340	329 286				527 238	358 280	221 128				71^ 37^	47^ 38^	
2	MWTHF	11.30P	60				99	99		B	6.9	21	578	1368	619 200	682 228	364 316	325 266				589 264	394 297	232 166				56 26	41 30	
2	TUE.	11.35P	60																											
		11.30 - 12.00								A	7.9	22	662	1384	640 232	713 230	378 342	339 279				555 233	364 292	246 145				68^ 36^	48^ 38^	
		12.00 - 12.30								A	6.6	24	553	1342	638 201	729 246	376 342	322 301				492 247	351 270	190 106				73^ 38^	48^ 38^	
*WEEKDAY DAYTIME																														
ABC AFTERSCHOOL SPECIAL(S)																														
1	WED.	4.30P	60	ABC	FD		194			A	7.2	18	603	1876	689 204^	775 293^	536 390	420 203^				345^ 103^	257^ 219^	218^ 88^				411 357^	345^ 279^	
		4.30 - 5.00								A	6.4	17	536	1722	699 198^	790 306^	585 426^	446 182^				306^ 93^	241^ 203^	213^ 65^				361^ 314^	265^ 220^	
		5.00 - 5.30								A	8.0	19	670	1982	675 206^	757 277^	493 363	397 218^				372 107^	265^ 228^	224^ 107^				447 391	406 323^	
ABC DAYTIME NEWSBRIEF-M-F																														
	M-F	1.57P	2	ABC	N		118	186	187	A	7.9	25	662	1369	850 263	962 519	728 549	363 175				237 122	175 123	76^ 58^				75^ 69^	95 39^	
										B	8.4	26	704	1399	843 267	948 494	701 544	361 186				263 148	198 133	84 55				98 72	90 26	
ABC WORLD NEWS-MORN-645A																														
	M-F	6.45A	15	ABC	N		118	158	158	A	2.2	15	184	1196	582 174^	604 164^	369 381	325 190^				538 147^	353 293^	276^ 175^				27^ 27^	27^ LT	
										B	2.1	16	176	1200	576 250	618 200	389 365	299 190				462 132	258 240	231 175				72 57	48 38	
ALL MY CHILDREN																														
	M-F	1.00P	60	ABC	DD		120	204	205	A	8.6	27	721	1374	846 263	968 513	715 519	372 189				247 130	191 136	80 54^				66^ 62^	93 35^	
		1.00 - 1.30								B	9.2	29	771	1405	837 264	947 496	701 536	359 186				268 151	203 135	86 55				95 71	95 26	
		1.30 - 2.00								A	8.2	26	687	1358	840 253	959 505	698 501	367 194				250 137	194 137	76^ 52^				60^ 56^	89 32^	
										A	9.1	28	763	1360	841 267	960 511	718 529	370 181				235 120	177 131	77 54^				70^ 66^	95 36^	
ANOTHER WORLD																														
	M-F	2.00P	60	NBC	DD		116	202	202	A	5.4	18	453	1130	802 170	870 190	404 389	414 428				194 73^	95^ 58^	74^ 89^				24^ 20^	42^ 24^	
		2.00 - 2.30								B	5.6	18	469	1208	837 133	918 247	439 398	390 442				197 60	80 53	75 104				40 22	53 30	
		2.30 - 3.00								A	5.5	18	461	1137	794 171	857 191	403 387	399 417				219 85^	111^ 71^	87^ 93^				19^ 18^	42^ 22^	
										A	5.3	18	444	1113	805 164	878 185	398 385	429 442				164 59^	74^ 45^	61^ 83^				30^ 23^	41^ 25^	
AS THE WORLD TURNS																														
	M-F	1.30P	60	CBS	DD		115	202	204	A	7.9	25	662	1207	763 123	880 227	355 351	390 459				264 99	132 108	69^ 126				22^ 16^	41^ 16^	
		1.30 - 2.00								B	7.9	25	662	1283	833 141	918 238	388 366	379 468				249 85	118 95	86 122				41 26	75 24	
		2.00 - 2.30								A	7.7	24	645	1197	764 126	879 219	344 341	384 471				262 94	129 105	71^ 126				17^ 14^	39^ 15^	
										A	8.1	27	679	1200	756 116	874 234	362 358	390 444				264 104	132 107	65^ 127				24^ 16^	38^ 15^	
BENSON DAYTIME																														
	M-F	11.00A	30	ABC	CS		109	184	183	A	3.9	15	327	1257	727 183	809 376	476 410	296 247				238 107^	156^ 104^	94^ 76^				75^ 37^	135^ 55^	
										B	4.0	16	335	1294	667 156	741 358	503 409	287 177				305 149	208 153	110 76				97 50	151 59	
CAPITOL																														
	M-F	2.30P	30	CBS	DD		117	192	193	A	6.5	22	545	1206	759 110	862 255	384 355	365 425				266 109	127 92^	55^ 133				44^ 29^	34^ 15^	
										B	6.4	21	536	1288	809 142	893 266	419 373	363 426				223 82	104 81	75 112				71 44	101 42	
CBS EARLY MORNING NEWS																														
	M-F	6.30A	30	CBS	N		120	134	135	A	1.6	15	134	746	276^ 68^	276^ 97^	142^ 127^	97^ 119^				418^ 127^	276^ 261^	201^ 127^				38^ LT	LT LT	
										B	1.5	16	126	953	453 106	478 129	225 220	197 208				378 88	188 182	175 173				43 LT	54 LT	
CBS MORNING NEWS 1																														
	M-F	7.30A	30	CBS	N		120	194	194	A	3.2	14	268	1250	639 75^	646 131^	268 265	242 363				496 92^	149^ 171^	173^ 325				37^ 22^	71^ 63^	
										B	3.6	17	302	1281	624 129	654 116	239 252	274 372				520 112	208 212	244 287				42 18	65 34	
CBS MORNING NEWS 2																														
	M-F	8.30A	30	CBS	N		119	195	195	A	3.6	15	302	1199	713 99^	726 126^	230 275	315 451				415 110^	194 192	155^ 212				15^ LT	43^ LT	
										B	3.9	17	327	1122	628 104	654 101	188 219	297 405				401 98	180 183	191 194				25 LT	42 22	
CBS SCHOOLBREAK SPECIALS(S)																														
1	TUE.	4.30P	60	CBS	CL		157			A	4.7	12	394	1485	523^ 203^	579^ 122^	318^ 297^	307^ 214^				300^ 75^	178^ 201^	149^ 99^				385^ 180^	221^ 193^	
		4.30 - 5.00								A	4.4	11	369	1352	494^ 163^	559^ 127^	290^ 254^	271^ 226^				265^ 73^	162^ 173^	125^ 92^				335^ 176^	193^ 133^	
		5.00 - 5.30								A	5.0	12	419	1582	539^ 236^	589 114^	335^ 327^	334^ 203^				320^ 74^	187^ 220^	165^ 100^				427^ 184^	246^ 246^	
DAYS OF OUR LIVES CONT'D																														
							116	207	207	A	7.2	23	603	1332	827 182	885 295	487 439	361 360				337 122	196 142	155 125				44^ 32^	66^ 25^	

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PROGRAM NAME										J/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													</

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)												
															TOTAL	18-34	WOMEN			MEN										TOTAL FEM.	TOTAL 6-11									
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+														
WEEKDAY DAYTIME CONT'D																																								
NEWSBREAK-3.57															115	187	186	A	6.8	19	570	1237	747	138	867	220	396	366	435	423	222	84^	102	57^	47^	115	103	75^	45^	19^
M-F 3.57P 2 CBS N 93 93															B	6.7	19	561	1329	814	158	907	239	431	388	417	428	202	66	94	65	75	101	129	90	91	50			
ONE LIFE TO LIVE															119	201	204	A	7.9	26	662	1311	802	260	905	462	637	522	340	209	225	114	168	115	85	46^	75^	66^	106	41^
M-F 2.00P 60 ABC DD 99 99															B	8.3	27	696	1327	790	245	903	450	642	509	346	204	243	130	181	124	84	50	99	72	82	25			
2.00 - 2.30															A	7.8	26	654	1309	798	267	906	463	631	521	342	207	226	116	170	119	84^	46^	70^	62^	107	43^			
2.30 - 3.00															A	8.0	27	670	1300	802	251	902	459	645	523	338	209	214	106	160	110	85^	41^	79^	67^	105	39^			
PRESS YOUR LUCK															120	159	160	A	5.4	21	453	1276	686	143	757	185	322	311	338	391	360	145	190	139	96^	158	55^	31^	104^	40^
M-F 10.30A 30 CBS QP 82 82															B	5.0	21	419	1263	660	136	751	194	328	300	317	386	326	118	182	147	108	139	53	30	133	55			
PRICE IS RIGHT 1															116	202	202	A	7.9	31	662	1292	633	122	694	196	305	300	293	334	394	145	189	136	95	196	39^	15^	165	56^
M-F 11.00A 30 CBS AP 99 99															B	7.4	30	620	1315	656	121	739	209	333	303	299	368	383	124	184	151	127	184	49	28	144	52			
PRICE IS RIGHT 2															117	202	202	A	10.6	41	888	1328	647	106	718	196	322	308	318	344	386	133	174	125	98	202	53^	26^	171	62^
M-F 11.30A 30 CBS AP 99 99															B	9.9	39	830	1328	673	122	755	219	344	310	308	370	378	119	179	143	129	186	53	30	142	50			
RYAN'S HOPE															120	176	178	A	4.6	16	385	1345	776	220	909	437	621	471	344	212	254	62^	148	130^	120^	98^	41^	41^	141^	49^
M-F 12.30P 30 ABC DD 94 94															B	5.0	17	419	1272	741	217	849	426	587	460	299	202	236	99	156	115	90	72	74	51	113	26			
SALE OF THE CENTURY															114	157	157	A	4.9	19	411	1285	674	102^	713	190	294	287	313	343	345	123^	191	185	134^	124^	64^	51^	163	61^
M-F 10.30A 30 NBC QG 87 87															B	4.7	19	394	1419	733	110	789	215	373	330	334	369	366	118	187	166	143	159	84	52	180	68			
SEARCH FOR TOMORROW															118	158	158	A	3.3	11	277	1332	762	188^	780	188^	358	353	375	365	368	137^	148^	83^	148^	202^	61^	50^	123^	65^
M-F 12.30P 30 NBC DD 79 79															B	3.2	11	268	1269	744	135	849	230	349	311	366	445	306	98	118	84	119	166	41	28	73	32			
TATLETALES															114	113	113	A	3.5	10	293	1334	778	177^	822	211	347	364	313	420	341	75^	119^	107^	146^	201	55^	31^	116^	48^
M-F 4.00P 30 CBS QG 63 63															B	3.5	10	293	1283	747	146	840	202	343	353	345	430	286	72	104	98	109	156	70	36	87	43			
TODAY SHOW-7.30AM															120	205	205	A	4.2	19	352	1324	759	216	776	131^	292	350	375	409	466	77^	168	171	153^	278	31^	LT	51^	46^
M-F 7.30A 30 NBC N 99 99															B	3.8	18	318	1318	708	189	735	127	269	331	348	388	492	93	211	217	218	244	31	LT	60	44			
TODAY SHOW-8.30AM															119	205	205	A	4.4	19	369	1225	682	141^	712	103^	211	249	322	436	456	96^	194	173	168	230	27^	14^	30^	19^
M-F 8.30A 30 NBC N 99 99															B	4.4	20	369	1241	690	161	740	122	256	288	324	428	421	66	159	173	186	223	37	24	43	18			
\$25,000 PYRAMID															115	173	174	A	5.1	21	427	1192	713	122^	760	138	272	290	364	427	301	116^	158	128^	102^	127^	40^	11^	91^	42^
M-F 10.00A 30 CBS QP 89 89															B	5.0	21	419	1251	695	132	782	172	318	304	352	416	328	97	171	154	135	144	45	24	96	42			
WHEEL OF FORTUNE															116	205	205	A	7.9	31	662	1314	745	143	807	213	324	301	333	419	297	100	151	133	106	121	40^	25^	170	69^
M-F 11.00A 30 NBC QG 99 99															B	7.3	29	612	1311	778	137	841	205	363	350	360	421	278	75	129	104	111	140	56	31	136	44			
YOUNG AND THE RESTLESS															117	203	206	A	9.0	31	754	1243	795	125	902	290	452	409	391	394	277	128	157	133	67^	110	28^	22^	36^	18^
M-F 12.30P 60 CBS DD 99 99															B	8.8	31	737	1304	816	136	908	288	464	409	390	393	267	104	140	114	90	117	50	33	79	27			
12.30 - 1.00															A	9.0	32	754	1235	782	119	889	292	449	407	374	384	281	128	155	139	68^	116	27^	20^	38^	19^			
1.00 - 1.30															A	9.0	31	754	1229	801	126	903	288	449	406	398	399	266	128	154	122	60^	102	25^	20^	35^	19^			
WEEKEND DAYTIME																																								
ABC WEEKEND SPECIALS															20	179	175	A	5.0	16	419	2017	316	145^	387	190^	286	203^	163^	101^	539	258^	442	375	281^	51^	404	170^	687	316
SAT. 12.00N 30 ABC FV 87 87															B	5.3	17	444	1762	338	140	404	200	298	200	153	93	323	169	263	205	136	44	287	171	748	466			
ABC WIDE WORLD-SPORTS SAT															18	194	202	A	8.7	19	729	1528	623	241	656	193	321	296	306	292	701	244	342	359	312	285	55^	26^	116^	65^
SAT. 5.00P 90 ABC SA 96 99															B	8.6	18	721	1545	531	188	583	181	308	288	264	227	694	244	417	397	329	223	128	51	140	88			
5.00 - 5.30															A	8.5	20	712	1487	501	197	530	124^	228	210	279	259	748	271	364	366	339	303	80^	39^	129^	74^			
5.30 - 6.00															A	8.8	19	737	1541	612	247	643	227	330	269	286	275	746	270	369	353	324	300	46^	25^	106^	55^			
6.00 - 6.30															A	8.7	17	729	1567	759	282	796	227	401	416	354	343	617	196	294	360	272	257	43^	21^	111^	67^			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME		DUR		NET		TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)		CHILDREN (2-11)						
																						TOTAL					TOTAL FEM.					TOTAL 6-11			
																						WOMEN					MEN								
																						18-34					35-54								
																						18-34					18-34								
																						49-54					49-54								
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																											
CBS NCAA BASKETBAL-CONT'D																											
		12.00 - 12.30						A	3.6	11	302	1209	226^103v	437^242^	318^106v	92v119v			343^177v	286^143v	109v 57v		135v	LT	294^	165v	
		12.30 - 1.00						A	4.5	14	377	1345	324^181^	475^230^	331^231^	152v 93v			452^242^	364^196^	134v 88v		119v	LT	299^	141v	
		1.00 - 1.30						A	5.7	17	478	1328	330^173^	472^206^	318^219^	204^110v			592 253^	443^325^	251^149^		84v	LT	180^	88v	
		1.30 - 2.00						A	6.4	18	536	1347	347^144^	458 197^	270^197^	173^149^			555 217^	422^380^	256^133^		151^	LT	183^	84v	
CBS NCAA BASKETBALL-SUN 6 195																											
1	SUN.	1.00P	120	CBS	SE		98	B	5.8	15	486	1599	477 181^	477 112v	274^235^	215^174^			848 395^	576 499	347^227^		155^	LT	119v	62v	
		1.00 - 1.30						B	6.4	17	536	1584	427 164	458 123	268 249	251 160			847 329	560 511	431 222		175	75	104	76	
		1.30 - 2.00						A	5.8	17	486	1582	440^239^	440^108v	292^225^	210^148^			840 398^	609 514	321^207^		147^	LT	155^	99v	
		2.00 - 2.30						A	6.1	16	511	1722	483 217^	483 123^	292^269^	218^162^			966 412^	655 638	451^223^		106v	LT	167^	89v	
		2.30 - 3.00						A	5.5	14	461	1605	540 161^	540 167^	317^247^	204^193^			813 409^	539 433^	294^250^		135^	LT	117v	60v	
								A	5.7	14	478	1479	447^101v	447^ 54v	194^196^	222^197^			764 369^	496 401^	313^224^		232^	LT	36v	LT	
CBS NCAA BSKBL CHAMP-SA-1 1 200																											
2	SAT.	12.00N	125	CBS	SE		99	A	8.1	23	679	1381	301^119^	343 58v	159^188^	181^152^			719 256^	423 419	288^220^		122^	35v	197^	99^	
		12.00 - 12.30						B	8.1	23	679	1381	301 119	343 58	159 188	181 152			719 256	423 419	288 220		122 35		197 99		
		12.30 - 1.00						A	6.8	21	570	1344	365^128^	395^ 90v	206^223^	207^160^			667 271^	385^334^	211^229^		114^	44v	168^	68v	
		1.00 - 1.30						A	7.7	22	645	1454	316^131^	364 57v	186^205^	192^159^			749 235^	430 445	320^236^		115^	41v	226^	135^	
		1.30 - 2.00						A	8.5	24	712	1435	262^110^	302^ 40v	132^155^	154^147^			744 250^	439 441	307^214^		136^	52v	253^	150^	
		2.00 - 2.30						A	9.3	26	779	1332	271^120^	313 43v	121^172^	166^141^			708 273^	431 453	281^198^		130^	19v	181^	66v	
								A	7.5	20	629	1170	281^ 72v	298^ 61v	107^129^	164^169^			694 266^	430 364^	327^212^		99^	LT	79v	37v	
CBS NCAA BSKBL CHAMP-SA-2 1 200																											
2	SAT.	2.07P	135	CBS	SE		99	A	9.4	26	788	1184	229^ 68v	244^ 57v	63v 79^	99^163^			805 318	547 491	369 197^		44v	LT	91^	49v	
		2.00 - 2.30						B	9.4	26	788	1184	229 68	244 57	63 79	99 163			805 318	547 491	369 197		44 LT		91	49	
								A	8.6	25	721	1165	263^ 77v	279^ 67v	91^112^	130^167^			741 304^	480 410	321 210^		90^	LT	55v	20v	
CBS NCAA BSKBL CHAMP-SPEC(S) 201																											
2	SAT.	4.22P	128	CBS	SE		99	A	9.8	23	821	1347	260^ 88^	277^ 45v	99^ 98^	143^161^			846 304	560 526	438 206^		74^	LT	150^	92^	
		4.00 - 4.30						A	9.0	23	754	1260	232^ 69v	246^ 42v	61v 66v	124^169^			765 245^	472 454	405 217^		73v	LT	176^	131^	
		4.30 - 5.00						A	9.8	25	821	1350	219^ 78^	231^ 36v	71v 75^	124^145^			837 313	566 502	420 203^		76^	LT	206^	145^	
		5.00 - 5.30						A	9.7	23	813	1308	211^ 63v	219^ 24v	79^ 85^	128^123^			875 314	590 584	463 195^		50v	LT	164^	128^	
		5.30 - 6.00						A	9.9	23	830	1366	261^ 82^	271^ 35v	92^100^	143^161^			847 302	542 540	429 220^		86^	LT	162^	94^	
		6.00 - 6.30						A	10.1	21	846	1375	349 131^	383 80^	153^141^	178^204^			838 299	556 494	440 202^		86^	LT	68v	LT	
CBS NCAA BSKBL CHMP-SP-1(S) 201																											
2	SUN.	12.00N	131	CBS	SE		99	A	8.9	24	746	1288	277^ 92^	295^ 50v	112^157^	181^121^			878 309	556 556	451 220^		74v	43v	41v	38v	
		12.00 - 12.30						A	6.5	19	545	1189	280^ 70v	305^ 46v	88v120^	155^160^			768 189^	439 569	483 199^		71v	31v	45v	45v	
		12.30 - 1.00						A	7.9	22	662	1210	231^ 77v	252^ 21v	79v121^	169^110^			827 262^	510 561	462 211^		75v	44v	56v	56v	
		1.00 - 1.30						A	9.0	24	754	1223	279^105^	302^ 73v	132^165^	171^113^			822 288^	518 544	407 215^		54v	40v	45v	34v	
		1.30 - 2.00						A	10.7	27	897	1388	295 104^	295 52v	127^193^	193^102^			974 384	630 557	458 248^		79^	48v	40v	40v	
		2.00 - 2.30						A	12.6	31	1056	1473	308 106^	328 60^	128^168^	205^140^			1021 385	688 595	504 237		114^	64^	10v	10v	
CBS NCAA BSKBL CHMP-SP-2(S) 200																											
2	SUN.	2.09P	134	CBS	SE		99	A	9.0	23	754	1228	242^102^	261^ 71v	130^152^	139^ 97^			867 339	602 550	426 204^		92^	28v	8v	8v	
		2.00 - 2.30						A	9.7	26	813	1219	195^ 78^	199^ 59v	90^106^	96^ 88^			894 295	611 554	484 232^		112^	32v	14v	14v	
		2.30 - 3.00						A	9.0	23	754	1300	270^127^	290^ 95^	162^173^	145^ 97^			864 331	596 550	432 203^		130^	45v	16v	16v	
		3.00 - 3.30						A	8.2	21	687	1291	278^114^	305^ 81v	147^174^	158^113^			883 376	634 564	406 190^		93^	29v	10v	10v	
		3.30 - 4.00						A	8.9	22	746	1188	261^104^	283^ 64v	141^164^	162^104^			839 343	592 532	399 191^		66v	18v	LT	LT	
		4.00 - 4.30						A	9.2	22	771	1161	201^ 85^	210^ 52v	92^130^	121^ 80^			892 357	598 569	430 220^		59v	16v	LT	LT	
CBS NCAA BSKBL CHMP-SP-3(S) 201																											
		CONT'D						A	10.3	23	863	1316	294 135^	319 64v	120^160^	188^149^			924 329	600 588	491 245^		43v	12v	30v	25v	

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WK #	DAY	START TIME	DUR	PROG. NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
CBS NCAA BSKBL CHM-CONT'D																																
2	SUN.	4.23P	127	CBS	SE		99							212^	48v	71v	115^	119^	97^	914	327	601	601	476	232^	58v	19v	LT	LT			
		4.00 - 4.30						A	8.7	21	729	1184	201^	89^	226^	50v	86^	122^	126^	104^	948	355	637	600	496	225^	58v	19v	8v	8v		
		4.30 - 5.00						A	8.9	21	746	1240	206^	89^	226^	50v	86^	122^	126^	104^	948	355	637	600	496	225^	58v	19v	8v	8v		
		5.00 - 5.30						A	10.2	23	855	1261	229^	103^	263^	44v	101^	118^	160^	133^	926	340	619	602	485	230^	28v	16v	44v	44v		
		5.30 - 6.00						A	11.0	23	922	1295	279	111^	308	50v	92^	125^	187^	167^	917	321	588	577	487	259	38v	10v	32v	32v		
		6.00 - 6.30						A	11.7	23	980	1447	444	228^	465	104^	198^	265	272	190^	891	299	551	564	489	258	51v	9v	40v	17v		
CHARLIE BROWN&SNOOPY SHOW														1546	205^	59v	205^	112^	140^	76v	55v	65v	157^	61v	106^	68v	45v	51v	44v	LT	1140	612
	SAT.	8.00A	30	CBS	CA	181	182	B	3.5	20	293	1512	161	34	165	91	107	76	51	47	155	63	102	66	58	53	158	46	1034	632		
DORAL EASTERN OPEN-SAT.(S)														1483	424^	128v	537^	217^	229^	169v	144v	222^	809	363^	492^	340^	221^	317^	23v	LT	114v	71v
1	SAT.	2.00P	120	CBS	SE		93							535^	151v	202^	235^	203^	232^	733^	310^	478^	304^	255^	255^	LT	LT	164v	110v			
		2.00 - 2.30						A	3.7	11	310	1432	516^	235^	522^	204^	204^	146v	148v	226^	827	337^	453^	274^	226^	374^	LT	LT	63v	45v		
		2.30 - 3.00						A	3.8	11	318	1412	456^	139v	522^	204^	204^	146v	148v	226^	827	337^	453^	274^	226^	374^	LT	LT	63v	45v		
		3.00 - 3.30						A	4.1	11	344	1483	379^	104v	582^	273^	273^	166v	131v	212^	775	345^	436^	312^	186^	339^	LT	LT	126v	84v		
		3.30 - 4.00						A	4.0	11	335	1567	349^	36v	510^	236^	236^	132v	92v	218^	877	454^	586^	454^	201^	291^	86v	LT	94v	42v		
DORAL EASTERN OPEN-SUN.(S)														1539	559	173^	558	70v	177^	192^	224^	331^	834	313^	428	400^	311^	303^	107v	44v	40v	36v
1	SUN.	3.00P	150	CBS	SE		98							612	72v	178^	201^	230^	353^	770	271^	401^	382^	322^	264^	95v	56v	20v	LT			
		3.00 - 3.30						A	5.5	13	461	1497	612	176^	612	72v	178^	201^	230^	353^	770	271^	401^	382^	322^	264^	95v	56v	20v	LT		
		3.30 - 4.00						A	6.4	15	536	1410	649	217^	649	66v	214^	246^	309^	354^	690	201^	304^	351^	282^	280^	71v	71v	LT	LT		
		4.00 - 4.30						A	6.9	17	578	1562	567	189^	567	67v	182^	185^	239^	345^	853	316^	411	424	320^	313^	88v	57v	54v	54v		
		4.30 - 5.00						A	7.4	17	620	1660	543	162^	543	68v	171^	191^	218^	335^	910	376	455	417	303^	335^	151^	37v	56v	56v		
5.00 - 5.30														1569	449	134^	449	84v	146^	141^	131^	281^	935	392^	572	433	334^	311^	123^	LT	62v	62v
DUNGEONS AND DRAGONS														1597	168^	101^	228^	129^	176^	114^	60v	52v	219^	177^	199^	146^	32v	20v	247	117^	903	587
	SAT.	9.30A	30	CBS	CA	197	197	B	6.0	23	503	1820	227	95	262	120	169	122	91	85	249	144	196	140	81	44	343	104	966	633		
FACE THE NATION														1076	426^	87v	431^	LT	136^	164^	279^	267^	561	115v	210^	211^	263^	327^	24v	24v	60v	60v
	SUN.	10.30A	30	CBS	CC	138	113	B	3.5	11	293	1268	504	216	541	132	227	238	239	277	579	164	277	291	292	258	55	33	93	72		
FLINTSTONE FUNNIES														1294	99v	75v	139^	81v	112^	92v	58v	27v	174^	102^	102^	102^	44v	72v	124^	72v	857	502
	SAT.	8.00A	30	NBC	CA	195	202	B	3.2	21	268	1740	256	97	294	135	203	161	128	72	198	111	144	141	72	34	232	126	1016	633		
IN THE NEWS- 8.26AM														1410	116^	45v	116^	47v	75v	28v	45v	41v	103^	59v	59v	21v	LT	44v	85v	41v	1106	590
	SAT.	8.26A	3	CBS	CN	180	182	B	3.5	21	293	1487	133	36	148	76	100	76	48	42	150	82	110	97	52	34	162	70	1027	658		
IN THE NEWS- 9.56AM														1634	261	105^	321	128^	173^	106^	55v	148^	221^	173^	203^	137^	40v	18v	243^	113^	849	540
	SAT.	9.56A	3	CBS	CN	197	196	B	5.3	19	444	1746	248	98	286	129	174	124	94	103	263	159	207	140	78	47	319	97	878	548		
IN THE NEWS-10.26AM														1448	230^	68^	294	142^	183^	131^	88^	111^	389	285	343	242^	58v	46v	167^	77^	598	318
	SAT.	10.26A	3	CBS	CN	168	190	B	4.8	17	402	1677	282	113	324	163	220	148	107	94	304	175	240	183	95	59	260	79	789	462		
IN THE NEWS-11.56AM														1571	287	128^	392	239^	259^	176^	58v	133^	345	188^	246^	220^	58v	99^	330	183^	504	281
	SAT.	11.56A	3	CBS	CN	149	167	B	5.3	17	444	1837	380	188	461	246	336	251	136	112	387	193	299	266	134	84	291	173	698	398		
JOHN DENVER CELEB. SKIING(S)														1518	561^	176^	664	265^	388^	290^	296^	276^	548^	98v	262^	238^	333^	266^	187^	51v	119v	101v
2	SAT.	4.00P	60	NBC	SE		94							651	274^	401^	306^	302^	250^	510^	80v	253^	219^	355^	241^	188^	57v	112v	97v			
		4.00 - 4.30						A	4.3	11	360	1461	559^	192^	671	257^	371^	273^	284^	300^	573^	111v	267^	255^	308^	284^	180^	42v	122v	102v		
		4.30 - 5.00						A	4.5	11	377	1546	562^	160^																		
LITTLES														1747	197^	92^	293	172^	228^	138^	121^	65^	223^	106^	199^	145^	117^	16v	377	132^	854	496
	SAT.	10.30A	30	ABC	CA	199	199	B	5.9	20	494	1763	240	106	291	150	217	161	104	67	187	97	160	120	77	25	332	154	953	597		
MEET THE PRESS														1290	611	174^	615	140^	221^	208^	195^	359^	590	187^	293^	215^	201^	297^	85v	LT	LT	LT
	SUN.	12.30P	30	NBC	CC	176	177	B	3.0	9	251	1213	500	166	554	101	167	183	196	355	528	141	256	233	236	244	25	LT	106	84		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
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WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
MENUDO-10:25AM						26	201	201	A	5.4	18	453	1717	141^	73^	213^	105^	155^	105^	108^	58^	263	103^	251^	191^	160^	12^	342	141^	899	489		
SAT. 10.25A						4	ABC	CN	99	99	B	6.1	21	511	1796	225	99	262	141	195	140	90	61	192	97	165	117	86	25	310	150	1032	637
MENUDO-11:55AM						8	202	201	A	6.9	22	578	1654	296	60^	351	175^	291	172^	176^	60^	213	150^	185^	99^	53^	28^	379	199^	711	388		
SAT. 11.55A						4	ABC	CN	99	99	B	6.1	19	511	1601	328	127	381	193	283	193	164	68	232	127	205	144	89	27	282	153	706	430
MR. T						26	206	204	A	7.9	26	662	1979	442	254	455	311	384	252	128^	51^	238	145^	194	186	89^	20^	325	155^	961	540		
SAT. 11.00A						30	NBC	CA	98	98	B	8.5	28	712	1857	310	133	345	197	264	195	117	65	251	147	204	160	85	39	313	138	948	523
MONCHHICHIS						9	192	189	A	4.1	23	344	1988	189^	78^	209^	127^	153^	90^	82^	56^	272^	187^	239^	222^	85^	LT	209^	108^	1298	946		
SAT. 8.00A						30	ABC	CA	95	95	B	3.5	21	293	1771	178	62	182	81	105	85	70	70	164	92	143	131	60	LT	228	66	1197	814
NCAA BASKETBALL GAME-SUN						8	179		A	4.3	11	360	2089	410^	219^	408^	153^	197^	213^	173^	151^	1158	665	986	769	399^	169^	294^	LT	229^	106^		
1 SUN. 2.00P						124	NBC	SE	92		B	4.4	11	369	1489	372	168	405	91	192	198	199	183	854	318	551	520	395	239	117	23	113	83
2.00 - 2.30									A	3.2	8	268	2474	532^	365^	532^	223^	317^	319^	201^	168^	1402	853^	1237	1047	436^	165^	409^	LT	131^	LT		
2.30 - 3.00									A	3.8	9	318	2535	505^	358^	505^	191^	289^	296^	220^	160^	1275	756	1128	915	420^	147^	380^	LT	375^	212^		
3.00 - 3.30									A	4.7	11	394	2013	381^	161^	381^	123^	147^	167^	179^	171^	1093	592	934	711	422^	159^	274^	LT	265^	118^		
3.30 - 4.00									A	5.2	12	436	1718	299^	101^	299^	100^	118^	134^	132^	1038	593	846	581	345^	192^	201^	LT	180^	97^			
NCAA BASKETBALL-NAT'L						9	174		A	5.0	12	419	1303	396^	210^	425^	126^	227^	244^	218^	133^	789	229^	418^	506^	405^	233^	62^	LT	27^	19^		
1 SAT. 4.00P						137	NBC	SE	92		B	3.8	10	318	1362	383	154	424	107	217	210	231	161	738	260	467	452	341	211	109	22	91	66
4.00 - 4.30									A	4.7	12	394	1221	341^	143^	366^	145^	223^	229^	180^	82^	783	315^	430^	543^	346^	176^	42^	LT	30^	30^		
4.30 - 5.00									A	4.2	11	352	1213	325^	165^	350^	119^	185^	187^	179^	103^	785	242^	379^	520^	401^	216^	30^	LT	48^	48^		
5.00 - 5.30									A	4.3	11	360	1369	463^	263^	463^	142^	247^	294^	243^	127^	820	230^	448^	510^	432^	242^	86^	LT	LT	LT		
5.30 - 6.00									A	5.6	13	469	1301	414^	233^	414^	105^	215^	230^	214^	156^	810	211^	428^	486^	426^	265^	77^	LT	LT	LT		
6.00 - 6.30									A	7.1	15	595	1422	441	235^	540	129^	269^	275^	266^	200^	749	138^	404	476	433	273^	65^	12^	68^	29^		
NCAA BASKETBALL-REG'L						6	174		A	3.5	10	293	1171	304^	201^	314^	68^	188^	192^	205^	82^	706^	198^	420^	529^	389^	153^	41^	LT	110^	40^		
1 SAT. 2.00P						112	NBC	SE	90		B	4.0	11	335	1422	328	101	354	104	193	171	148	138	769	285	503	466	362	218	139	39	160	78
2.00 - 2.30									A	3.9	11	327	1281	278^	202^	299^	91^	204^	163^	179^	60^	675^	227^	498^	529^	344^	124^	132^	LT	175^	65^		
2.30 - 3.00									A	3.4	10	285	1211	315^	200^	315^	63^	200^	187^	208^	90^	766^	239^	468^	597^	429^	130^	LT	LT	130^	25^		
3.00 - 3.30									A	2.8	8	235	1115	362^	256^	362^	81^	230^	242^	243^	77^	693^	157^	340^	480^	391^	183^	LT	LT	60^	30^		
3.30 - 4.00									A	3.8	10	318	1072	302^	180^	302^	35^	129^	201^	216^	101^	738	161^	349^	531^	418^	207^	LT	LT	32^	32^		
NEW SCOOBY & SCRAPPY DOO						9	200	199	A	5.4	21	453	1901	224^	71^	297	219^	266	156^	63^	31^	253^	192^	253^	192^	61^	LT	203^	63^	1148	541		
SAT. 9.00A						30	ABC	CA	99	99	B	5.3	21	444	1900	243	114	319	228	272	173	72	45	257	162	236	183	89	17	234	84	1090	587
ONE TO GROW ON-8:28AM						13	196	200	A	4.8	26	402	1236	65^	33^	104^	71^	71^	47^	33^	33^	187^	110^	110^	110^	42^	77^	62^	28^	883	515		
SAT. 8.28A						2	NBC	CN	98	97	B	4.3	25	360	1907	262	99	303	160	233	185	130	55	235	128	178	170	90	36	296	132	1073	642
ONE TO GROW ON-8:58AM						26	197	204	A	6.4	28	536	1418	164^	43^	188^	97^	145^	88^	75^	43^	108^	55^	72^	72^	35^	36^	163^	71^	959	496		
SAT. 8.58A						2	NBC	CN	98	98	B	4.9	24	411	1754	269	115	297	171	236	172	108	47	175	110	138	113	49	31	200	100	1082	608
ONE TO GROW ON-10:28AM						24	206	205	A	9.2	31	771	1730	244	98^	263	220	235	140^	29^	23^	182	128^	147^	126^	37^	28^	258	132^	1027	634		
SAT. 10.28A						2	NBC	CN	99	99	B	9.1	32	763	1874	313	137	348	193	275	212	125	54	230	155	197	137	60	26	316	145	980	573
ONE TO GROW ON-10:58AM						26	200	200	A	8.4	28	704	1886	335	187	354	247	288	179	81^	54^	238	151^	174	153^	79^	44^	267	144^	1027	648		
SAT. 10.58A						2	NBC	CN	97	97	B	8.2	29	687	1862	313	137	352	198	268	199	119	65	235	149	188	143	65	34	291	138	984	571
ONE TO GROW ON-12:28PM						11	149	166	A	6.7	21	561	1790	507	211	535	287	424	311	202^	93^	276	152^	261	161^	109^	15^	178^	106^	801	465		
SAT. 12.28P						2	NBC	CN	73	88	B	6.2	19	520	1798	376	157	419	187	275	234	154	117	290	146	238	185	122	40	304	123	785	429
PAC-MAN						26	201	201	A	5.4	20	453	1940	200^	75^	331	221^	271	163^	70^	60^	245^	142^	245^	196^	103^	LT	263	123^	1101	506		
SAT. 9.30A						30	ABC	CA	99	99	B	5.4	20	453	1804	244	100	289	155	218	164	91	65	190	103	161	129	74	26	229	123	1096	656

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSEWOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11													
WEEKEND DAYTIME CONT'D																																								
PRO BOWLERS TOUR																		A	7.8	20	654	1457	609	179	621	191	332	275	299	283	679	154	325	349	375	294	44	44	113	80
SAT. 3.30P 90 ABC SE 92 92																		B	7.5	19	629	1338	538	148	566	150	254	253	265	280	619	173	330	317	296	256	67	30	86	57
3.30 - 4.00																		A	6.5	17	545	1648	699	273	712	303	466	308	277	246	740	203	417	415	392	267	45	45	151	105
4.00 - 4.30																		A	8.1	20	679	1373	571	147	583	142	266	237	301	312	639	128	288	316	353	297	49	49	102	71
4.30 - 5.00																		A	8.9	22	746	1387	571	136	586	143	291	325	377	307	664	143	291	325	377	307	39	39	98	70
PUPPY-FURTHER ADVENTURES																		A	5.6	19	469	1678	209	101	314	198	245	109	116	69	192	143	170	69	49	10	364	170	808	456
SAT. 11.00A 30 ABC CA 95 95																		B	5.9	20	494	1725	268	114	321	177	255	169	116	56	254	171	225	135	69	24	276	168	874	539
RASCALS/RICHIE RICH																		A	4.7	21	394	2018	275	110	290	204	250	164	86	40	254	159	209	204	65	30	276	136	1198	712
SAT. 8.30A 30 ABC CA 98 98																		B	4.2	20	352	1786	264	127	289	146	212	164	102	68	225	118	190	150	91	28	229	92	1043	651
ROAD TO SEATTLE(S)																		A	7.4	16	620	1685	506	134	506	107	221	230	170	276	940	386	593	511	438	273	125	LT	114	70
1 SUN. 5.30P 30 CBS SC 99																																								
ROAD TO SEATTLE-12:00PM(S)																		A	3.5	11	293	1717	399	177	430	232	280	158	122	150	915	424	828	629	474	87	166	LT	206	171
1 SUN. 12.00N 60 CBS SC 85																																								
12.00 - 12.30																		A	2.9	9	243	1716	371	87	428	272	272	141	77	156	901	386	790	592	477	111	123	LT	264	231
12.30 - 1.00																		A	4.2	13	352	1639	405	230	405	192	269	162	146	136	886	429	818	630	457	68	194	LT	154	122
RUBIK, THE AMAZING CUBE																		A	5.8	20	486	1739	135	77	225	110	157	105	104	68	259	111	247	202	148	12	297	129	958	530
SAT. 10.00A 30 ABC CA 99 99																		B	6.4	23	536	1812	223	99	261	140	194	143	90	60	194	100	165	114	85	27	294	140	1063	654
SATURDAY SUPERCAR																		A	4.6	19	385	1657	192	31	199	71	106	86	37	93	192	140	140	77	24	52	125	42	1141	743
SAT. 8.30A 60 CBS CA 95 95																		B	5.2	24	436	1803	229	75	245	106	151	112	83	81	197	98	145	112	72	47	242	80	1119	760
8.30 - 9.00																		A	4.2	19	352	1491	179	29	179	71	99	69	28	80	189	148	148	72	13	41	57	LT	1066	662
9.00 - 9.30																		A	5.0	20	419	1773	199	32	213	71	107	94	41	106	186	131	131	82	28	55	178	71	1196	806
SCHOOLHOUSE ROCK-8:25AM																		A	4.6	24	385	2023	190	96	210	146	168	101	64	42	269	192	247	209	77	LT	254	140	1290	930
SAT. 8.25A 4 ABC CN 96 95																		B	4.1	23	344	1807	167	65	171	85	105	85	58	59	168	95	152	132	62	LT	249	73	1219	825
SHIRT TALES																		A	5.5	25	461	1412	151	36	182	91	142	93	79	40	125	68	77	77	34	48	147	63	958	515
SAT. 8.30A 30 NBC CA 98 98																		B	4.5	23	377	1749	258	107	287	154	221	168	114	52	175	107	135	110	52	33	210	107	1077	624
SMURFS I																		A	7.5	30	629	1544	210	92	231	142	190	153	80	34	124	107	113	83	17	11	186	78	1003	551
SAT. 9.00A 30 NBC CA 99 99																		B	6.3	27	528	1830	268	111	297	176	227	163	97	50	218	145	187	141	62	22	274	145	1041	580
SMURFS II																		A	9.0	33	754	1622	235	126	264	185	248	172	79	13	176	113	149	113	47	16	230	98	952	533
SAT. 9.30A 30 NBC CA 99 99																		B	8.2	31	687	1875	295	126	332	197	269	187	113	47	223	141	189	147	69	22	291	150	1029	568
SMURFS III																		A	9.3	32	779	1689	227	89	247	215	230	127	25	15	174	121	147	119	38	20	257	132	1011	597
SAT. 10.00A 30 NBC CA 99 99																		B	9.0	32	754	1901	316	136	349	195	281	209	126	51	234	154	197	146	66	27	319	151	999	577
SPIDERMAN/HULK 1(B)																		A	6.3	20	528	2013	562	447	562	322	453	364	216	75	219	115	197	153	104	22	264	91	968	424
1 SAT. 11.30A 30 NBC CA 73																																								
SPIDERMAN/HULK 2(B)																		A	7.4	23	620	1997	559	316	559	344	486	374	170	45	176	100	176	114	76	LT	188	134	1074	647
1 SAT. 12.00N 30 NBC CA 73																																								
SPIDERMAN/HULK 1																		A	5.6	19	469	1736	407	218	479	246	351	233	198	99	240	130	188	146	87	23	353	110	664	407
2 SAT. 11.30A 30 NBC CA 88																		B	6.2	20	520	1788	290	144	320	173	236	176	114	68	256	154	202	158	80	41	351	135	861	461
SPIDERMAN/HULK 2																		A	6.8	22	570	1675	468	138	532	237	363	260	252	149	315	188	260	151	103	35	244	78	584	314
2 SAT. 12.00N 30 NBC CA 88																		B	6.2	20	520	1822	346	161	390	188	270	213	149	98	279	161	215	169	94	46	319	124	834	460
SPORTSBEAT																		A	3.8	10	318	1478	531	277	572	163	355	192	259	217	705	201	424	412	424	215	57	LT	144	144
SAT. 3.00P 30 ABC SC 75 83																		B	3.4	10	285	1324	491	200	539	197	319	236	195	197	623	189	345	300	287	247	63	23	99	78

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PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+												
WEEKEND DAYTIME CONT'D																																			
SPORTSWORLD										10	167	181	A	5.2	12	436	1571	397	129^	480	208^	307	220^	223^	143^	958	455	650	471	368	258^	80^	LT	53^	48^
1 SUN. 4.04P 116 NBC SA										91	93	B	5.5	12	461	1502	445	179	498	148	294	284	268	156	789	295	502	451	368	231	109	34	106	78	
2 SUN. 4.46P 74																																			
4.00 - 4.30													A	5.2	13	436	1548	369^	62^	369^	177^	270^	213^	192^	73^	1122	587	799	530	443^	236^	57^	LT	LT	LT
4.30 - 5.00													A	5.8	13	486	1424	301	182^	428	194^	271	185^	194^	124^	911	373	596	474	413	265	74^	LT	11^	LT
5.00 - 5.30													A	4.9	11	411	1684	465	136^	553	263^	358	224^	233^	158^	965	485	665	450	330	259^	74^	LT	92^	92^
5.30 - 6.00													A	5.2	11	436	1585	422	114^	498	176^	306	252^	252^	171^	904	433	606	453	323	256^	103^	LT	80^	64^
SUNDAY MORNING										24	170	168	A	4.5	18	377	1371	512	217^	621	40^	236^	266^	400	323	705	163^	378	415	354	290^	24^	18^	21^	13^
SUN. 9.00A 90 CBS N										92	92	B	4.9	21	411	1291	561	245	603	106	235	249	312	335	555	142	277	306	301	227	47	29	86	46	
9.00 - 9.30													A	3.9	17	327	1434	581	168^	624	27^	226^	291^	402	312^	745	156^	437	461	389	284^	15^	15^	50^	25^
9.30 - 10.00													A	4.7	19	394	1350	504	221^	621	46^	241^	280^	413	314	701	179^	363	397	326	304	15^	15^	13^	13^
10.00 - 10.30													A	4.8	18	402	1378	476	265^	637	47^	251^	239^	398	351	706	161^	362	417	368	289^	35^	25^	LT	LT
TARZAN LORD OF-JUNGLE										6	169	192	A	5.6	19	469	1518	273	77^	334	159^	197^	142^	84^	137^	373	277	326	228^	49^	47^	186^	75^	625	361
SAT. 10.00A 30 CBS CA										81	96	B	5.6	19	469	1667	263	92	307	145	193	132	97	105	342	218	285	183	79	54	232	74	786	490	
THIS WEEK-DAVID BRINKLEY										22	174	174	A	4.6	14	385	1478	623	213^	649	85^	190^	256^	270^	393	649	207^	259^	210^	175^	366	34^	LT	146^	101^
SUN. 11.30A 60 ABC N										94	95	B	4.0	12	335	1387	584	201	621	115	208	221	236	371	583	144	261	260	251	265	59	27	124	109	
11.30 - 12.00													A	4.4	14	369	1531	665	282^	719	106^	213^	279^	294^	440	626	204^	261^	206^	158^	349	36^	LT	150^	104^
12.00 - 12.30													A	4.8	15	402	1410	579	139^	579	64^	161^	232^	241^	347	668	211^	258^	211^	186^	382	28^	LT	135^	93^
THUNDARR										23	148	152	A	6.1	19	511	1890	482	211^	497	289	420	276	169^	77^	353	238	321	198^	93^	32^	254	74^	786	478
SAT. 12.30P 30 NBC CA										81	83	B	5.3	16	444	1736	358	152	398	205	273	210	135	101	299	184	245	181	85	47	276	122	763	414	
USFL FOOTBALL																																			
1 SUN. 2.30P 185 ABC SE										91	93	B	7.4	18	620	1559	427	170	456	132	236	233	220	184	904	290	505	521	440	335	98	15	101	62	
2 SUN. 2.30P 205																																			
2.30 - 3.00													A	6.0	15	503	1736	488	147^	536	206^	272	298	205^	214^	979	477	595	556	313	342	48^	20^	173^	85^
3.00 - 3.30													A	6.7	17	561	1742	419	159^	441	145^	225	213	179^	181^	1089	510	686	679	378	337	77^	16^	135^	78^
3.30 - 4.00													A	6.9	17	578	1690	464	155^	483	167^	257	225	203^	174^	1062	507	665	641	379	326	68^	21^	77^	28^
4.00 - 4.30													A	7.0	17	587	1506	392	116^	422	145^	196^	221	170^	166^	979	385	602	625	436	313	47^	LT	58^	28^
4.30 - 5.00													A	7.0	16	587	1465	401	101^	428	141^	208	182^	173^	171^	925	336	547	538	429	321	47^	12^	65^	30^
5.00 - 5.30													A	7.5	17	629	1444	426	130^	457	160^	228	217	201	171^	877	311	482	503	405	315	43^	11^	67^	28^
5.30 - 6.00													A	7.0	15	587	1436	458	143^	490	170^	222^	194^	185^	231^	771	182^	360^	335^	444	375^	58^	LT	117^	100^

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EVE. MON. MAR. 5, 1984

NATIONAL TV AUDIENCE ESTIMATES																					
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,260 19.4						26,310 31.4								
	ABC TV						AUTOMAN (SD)					ABC MONDAY NIGHT MOVIE DARK MIRROR (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						11,980 14.3	13.6*			15.0* 22 *	21.9 34	20.4* 30 *			21.2* 32 *			22.5* 37 *	23.3* 40 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 12.9	20 *	14.2	14.8	15.3	19.6	21.1	21.2	21.3	21.9	23.1	23.9	22.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,280 24.2						17,180 20.5	16,840 20.1			11,900 14.2				
	CBS TV						SCARECROW & MRS. KING (SD)					AFTERMASH		NEWHART		EMERALD POINT, N.A.S.					
	AVERAGE AUDIENCE (Households (000) & %)						15,750 18.8	18.6*			18.9* 28 *	18.1 26			17.7 27			14,830 17.6	9,300 11.1	11.6* 19 *	10.6* 18 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 18.3	27 *	19.0	18.8	19.0	17.9	18.2	17.8	17.6	12.0	11.2	10.6	10.6		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						26,820 32.0														
	NBC TV						STARS SALUTE OLYMPIC TEAM (SD)														
	AVERAGE AUDIENCE (Households (000) & %)						12,150 14.5	15.0*			15.9* 23 *			15.3* 22 *			13.5* 20 *			14.4* 23 *	12.8* 22 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 15.1	22 *	14.8	15.9	16.0	16.1	14.4	13.7	13.3	14.9	14.0	13.4	12.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,170 18.1						24,050 28.7								
	ABC TV						AUTOMAN					ABC MONDAY NIGHT MOVIE WHY ME? (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						11,730 14.0	13.3*			14.8* 22 *	20.8 32	19.3* 28 *			20.1* 30 *			21.8* 35 *	21.8* 36 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 13.4	20 *	13.2	14.3	15.2	18.9	19.7	19.8	20.4	21.7	22.0	22.1	21.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,260 20.6						14,160 16.9	13,490 16.1			11,060 13.2				
	CBS TV						SCARECROW & MRS. KING (R)(SD)					AFTERMASH		NEWHART		EMERALD POINT, N.A.S.					
	AVERAGE AUDIENCE (Households (000) & %)						13,070 15.6	15.5*			15.8* 23 *	15.0 22			12,070 14.4			8,880 10.6	10.7* 17 *	10.6* 18 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 15.6	23 *	15.4	15.7	15.8	14.9	15.2	14.2	14.7	10.9	10.5	10.4	10.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						23,380 27.9						22,630 27.0								
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES HER LIFE AS A MAN (SD)									
	AVERAGE AUDIENCE (Households (000) & %)						18,100 21.6	21.4*			21.7* 32 *	18.3 29	18.3* 27 *			18.7* 28 *			18.4* 29 *	17.8* 30 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 20.9	32 *	22.0	21.7	21.7	18.5	18.1	18.8	18.5	18.7	18.1	18.0	17.7		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.5	63.7	65.5	66.5	67.2	68.2	68.6	68.5	68.6	68.1	67.3	65.8	62.5	60.3	59.6	57.2			
		WK. 2	61.1	63.6	64.7	67.6	67.2	67.4	67.9	68.8	67.6	68.1	66.7	65.5	63.3	61.8	60.9	58.8			

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. MAR. 12, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.6, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,080 18.0		14,160 16.9		13,830 16.5		11,820 14.1		14,580 17.4			
	ABC TV					FOUL UPS, BLEEPS-BLUNDERS (SUS-SD)		A.K.A. PABLO		THREE'S COMPANY (R)		OH MADELINE (R)(SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					12,570 15.0		12,490 14.9		12,150 14.5		10,730 12.8		11,650 13.9		13.8*	13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 14.5	15.6	22 15.0	14.9	22 13.8	15.1	20 12.7	13.0	24 13.5	23 14.1	25 14.2	25 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,650 13.9				21,120 25.2							
	CBS TV					MISSISSIPPI (SD)				CBS TUESDAY NIGHT MOVIES CALAMITY JANE							
	AVERAGE AUDIENCE (Households (000) & %)					8,880 10.6	10.5*		10.8*	14,250 17.0	16.2*		17.2*		17.5*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 10.6	16 10.3	16 10.6	16 10.9	28 16.1	24 16.3	27 17.3	27 17.0	29 17.8	29 17.2	31 17.1	31 16.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					24,220 28.9				18,940 22.6				14,750 17.6			
	NBC TV					A TEAM (SD)				RIPTIDE (SD)				REMINGTON STEELE			
	AVERAGE AUDIENCE (Households (000) & %)					19,270 23.0	21.7*		24.2*	14,160 16.9	16.7*		17.1*	11,650 13.9	14.3*		13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.1	32 22.3	35 24.3	35 24.1	26 17.1	25 16.2	26 17.2	26 17.1	24 14.4	24 14.2	24 13.8	24 13.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,750 18.8		14,410 17.2		14,500 17.3		12,820 15.3		18,270 21.8			
	ABC TV					(1) (S)(OP)		A.K.A. PABLO (S)(OP)		THREE'S COMPANY		OH MADELINE (SD)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 16.3		12,490 14.9		12,650 15.1		11,400 13.6		14,500 17.3		17.3*	17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.7	21 16.7	21 14.9	21 14.8	22 14.7	20 15.4	20 13.4	20 13.7	29 16.9	28 17.7	30 17.4	30 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,590 19.8				24,470 29.2							
	CBS TV					MISSISSIPPI (8:05-9:05PM) (-OP)				CBS TUESDAY NIGHT MOVIES SECOND SIGHT: A LOVE STORY (9:05-11:11PM) (OP)(SD)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					11,650 13.9	12.0*		14.7*	16,590 19.8	17.8*		19.4*		21.8*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.7	18 12.3	21 14.2	21 15.2	31 17.5	26 18.0	29 19.2	29 19.6	35 21.5	35 22.0	37 20.4	37 22.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					27,990 33.4								12,650 15.1			
	NBC TV					A TEAM (R)(SD)								DECISION '84-SUPER TUES			
	AVERAGE AUDIENCE (Households (000) & %)					19,190 22.9	22.7*		24.3*		22.6*		22.0*	7,710 9.2	10.5*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 22.0	33 23.4	35 24.2	35 24.3	33 23.2	33 22.1	33 22.6	33 21.3	15 11.8	17 9.3	14 8.2	14 7.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.2	61.9	63.8	64.8	66.5	67.5	68.5	69.0	67.2	66.6	65.5	64.3	60.9	58.9	54.5
		WK. 2	61.7	63.9	65.2	66.0	67.0	68.6	69.3	70.1	69.7	68.9	68.1	66.7	62.8	60.2	57.4

U.S. TV Households: 83,800,000

(1) FOUL UPS, BLEEPs-BLUNDERS, ABC, (8:03-8:30PM)

For explanation of symbols, See page A.

EVE.TUE. MAR.13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.7, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,940 23.8				25,980 31.0				21,370 25.5			
	ABC TV								FALL GUY (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)	{					15,840 18.9	17.2*		20.5*	21,700 25.9	24.9*		26.8*	18,180 21.7	22.0*		21.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					30 16.0	28* 18.4	20.1	32* 21.0	39 24.5	38* 25.3		40* 26.8	37 22.3	36* 21.7	21.6	38* 21.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,410 16.0		12,820 15.3		20,360 24.3							
	CBS TV						ONE DAY AT A TIME (SD)		MAMA MALONE						CBS WEDNESDAY NIGHT MOVIE *10*(R) (9:00-11:30PM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,230 13.4		10,980 13.1		9,220 11.0	11.8*		11.4*		12.2*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					21 12.8		20 13.3	13.0	19 12.0	18* 11.6		17* 11.5		20* 11.9	10.8	19* 10.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,500 18.5				15,420 18.4		14,080 16.8		14,830 17.7			
	NBC TV								REAL PEOPLE (SD)		FACTS OF LIFE (R)		NIGHT COURT				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,230 13.4	13.1*		13.7*	13,410 16.0		12,230 14.6		11,650 13.9	14.1*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					21 13.2	21* 13.0	21* 13.5	21* 13.8	24 15.6	22 16.4	22 14.4	23* 14.8	24 14.3	23* 13.9	13.8	24* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,940 22.6				25,140 30.0				21,540 25.7			
	ABC TV								FALL GUY (R)(SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)	{					14,160 16.9	15.8*		18.0*	20,610 24.6	23.8*		25.3*	18,440 22.0	22.0*		21.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 15.2	25* 16.4	28* 17.4	28* 18.7	38 23.4	36* 24.2		39* 25.2	38 21.8	37* 22.2	22.0	39* 21.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,150 14.5		10,810 12.9		14,250 17.0							
	CBS TV						ONE DAY AT A TIME (SD)		MAMA MALONE						CBS WEDNESDAY NIGHT MOVIE CHU CHU AND THE PHILLY FLASH			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,890 11.8		9,470 11.3		7,630 9.1	9.3*		9.6*		9.3*		8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 11.6		17 12.0	11.5	15 9.5	14* 9.0		15* 9.5		16* 8.9	8.5	15* 8.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,870 26.1				18,100 21.6		14,580 17.4		15,750 18.8			
	NBC TV								DEAN MARTIN CELEB. ROAST (SD)		FACTS OF LIFE		NIGHT COURT (SD)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)	{					16,760 20.0	19.2*		20.9*	15,500 18.5		12,910 15.4		12,320 14.7	14.9*		14.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					31 18.6	31* 19.7	32* 20.8	32* 21.0	28 18.3	24 18.8	24 15.4	25 15.3	25 15.1	25* 14.8	14.7	26* 14.1
TV HOUSEHOLDS USING TV WK. 1			57.4	59.9	60.3	61.1	61.5	63.2	64.3	64.9	65.5	66.5	66.6	66.3	61.6	59.6	57.3	55.2
(See Def. 1) WK. 2			58.1	60.1	59.9	60.4	61.4	63.0	64.1	65.8	65.6	66.4	65.3	64.9	61.0	59.1	57.2	55.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. MAR.14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.8, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)						12,570 15.0				13,410 16.0				16,760 20.0			
	ABC TV						TWO MARRIAGES (SUS-SD)				LOTTERY (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,130 10.9	10.8*		11.1*	10,140 12.1	11.1*		13.2*	12,990 15.5	16.3*		14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 11.2	17* 10.4	10.9	16* 11.2	18 10.7	16* 11.4	13.0	20* 13.4	25 16.5	25* 16.1	15.0	24* 14.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)						24,050 28.7				24,640 29.4				21,370 25.5			
	CBS TV						MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						19,440 23.2	22.3*		24.0*	21,120 25.2	24.9*		25.6*	18,520 22.1	22.0*		22.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						35 21.5	34* 23.2	23.7	36* 24.3	37 24.5	37* 25.4	25.7	38* 25.5	35 21.8	34* 22.2	22.3	36* 21.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)						13,660 16.3		13,740 16.4		15,420 18.4		12,320 14.7		17,100 20.4			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS (R)		BUFFALO BILL (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						12,150 14.5		12,570 15.0		13,660 16.3		10,480 12.5		13,910 16.6	16.2*		16.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 14.1		22 14.7	15.3	24 16.4	16.2	19 12.6	12.4	27 16.0	25* 16.4	16.8	28* 17.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)						10,310 12.3				15,590 18.6				14,250 17.0			
	ABC TV						TWO MARRIAGES				LOTTERY (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						7,210 8.6	8.5*		8.7*	12,320 14.7	13.8*		15.6*	10,140 12.1	12.7*		11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 9.0	14* 8.0	8.6	13* 8.8	22 12.8	21* 14.7	15.8	24* 15.4	20 13.0	20* 12.4	11.8	20* 11.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)						24,720 29.5				30,840 36.8							
	CBS TV						MAGNUM, P.I. (SD)				PEOPLE'S CHOICE AWARDS (9:00-11:02PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						19,780 23.6	22.0*		25.1*	18,770 22.4	21.8*		23.2*		22.8*		22.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						37 21.2	35* 22.8	24.9	39* 25.3	36 21.9	33* 21.7	22.9	35* 23.5		36* 22.6	22.3	38* 21.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,340 19.5		16,010 19.1		16,170 19.3		11,650 13.9		19,530 23.3			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS (R)		BUFFALO BILL		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						14,080 16.8		14,330 17.1		13,490 16.1		10,220 12.2		15,750 18.8	18.4*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 16.0		26 17.6	17.5	24 16.1	16.1	19 12.4	11.9	31 17.6	29* 19.2	19.5	33* 19.0
TV HOUSEHOLDS USING TV		WK. 1	59.9	62.3	62.9	64.0	64.3	66.0	67.2	67.8	67.2	68.2	67.4	67.1	65.3	63.3	61.7	60.1
(See Def. 1)		WK. 2	56.0	58.3	60.1	61.4	62.2	62.7	63.9	65.8	66.0	66.4	65.8	65.3	63.5	61.7	59.9	57.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. MAR.15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.9, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,750 18.8		16,260 19.4		14,920 17.8				15,500 18.5			
	ABC TV					BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.7		15,080 18.0		11,650 13.9				12,490 14.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.9		29 17.5		22 14.6		22* 13.8		21* 13.6		25* 14.9	15.3* 15.2
K 2	TOTAL AUDIENCE (Households (000) & %)					17,510 20.9				25,220 30.1				21,620 25.8			
	CBS TV					DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					12,990 15.5				22,460 26.8				18,180 21.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.8		24* 15.0		42 25.5		41* 27.3		43* 27.0		38* 21.8	38* 20.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,980 13.1				7,880 9.4				8,720 10.4			
	NBC TV					MASTER (SD)				LEGMEN				NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)					8,040 9.6				5,870 7.0				5,950 7.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 9.9		9.8* 9.7		11* 6.9		11* 7.2		11* 6.9		12* 7.4	12* 6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,830 17.7		16,680 19.9		15,000 17.9				17,930 21.4			
	ABC TV					BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,570 15.0		14,580 17.4		11,980 14.3				14,750 17.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.1		28 15.9		23 13.9		23* 14.3		23* 14.4		29* 16.2	32* 18.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,670 18.7				23,300 27.8				20,610 24.6			
	CBS TV					LYNDA CARTER: BODY & SOUL (SD)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					10,560 12.6				20,450 24.4				17,600 21.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 13.3		21* 12.1		39 22.7		38* 24.3		40* 25.3		36* 21.0	37* 20.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,420 18.4				8,970 10.7				8,800 10.5			
	NBC TV					MASTER (SD)				LEGMEN (SD)				NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)					11,400 13.6				6,540 7.8				5,280 6.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.7		22* 13.1		13 8.0		13* 7.9		12* 7.8		12* 6.4	10* 5.9
TV HOUSEHOLDS USING TV		WK. 1	57.2	58.6	60.2	61.4	60.9	61.4	62.2	63.4	63.9	64.4	64.1	62.8	59.1	58.0	56.3
(See Def. 1)		WK. 2	54.3	55.7	56.5	58.0	58.8	59.6	61.0	62.1	61.7	62.7	63.1	62.0	59.5	57.9	57.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. MAR.16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,000 17.9				16,840 20.1				14,160 16.9			
	ABC TV					T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					12,150 14.5	13.7*		15.4*	13,740 16.4	15.7*		17.1*	11,060 13.2	13.1*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.3	24 *	14.1	15.1	28 14.9	26 *	16.4	29 *	24 13.3	23 *	13.0	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,560 13.8		10,640 12.7		14,080 16.8				15,500 18.5			
	CBS TV					GARFIELD ON THE TOWN (R)		BUGS BUNNY MYSTERY SPEC. (R)(SD)		AIRWOLF				MIKE HAMMER			
	AVERAGE AUDIENCE (Households (000) & %)					9,890 11.8		9,470 11.3		11,060 13.2	12.7*		13.7*	12,910 15.4	15.2*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.7		19 11.9		22 12.8	21 *	13.6	23 *	28 14.5	27 *	15.8	29 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,060 13.2		11,400 13.6		11,230 13.4		11,560 13.8		12,070 14.4			
	NBC TV					DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (SD)		WE GOT IT MADE		MAMA'S FAMILY (SD)		YELLOW ROSE			
	AVERAGE AUDIENCE (Households (000) & %)					9,470 11.3		10,060 12.0		9,720 11.6		10,140 12.1		9,050 10.8	10.9*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 10.8		20 11.8		19 11.5		20 11.9		20 11.1	19 *	10.7	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,590 19.8				20,870 24.9				17,010 20.3			
	ABC TV					T.J. HOOKER (R)(SD)				LOVE BOAT (SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					12,650 15.1	14.1*		16.1*	15,920 19.0	17.2*		20.7*	13,070 15.6	15.2*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.4	24 *	14.9	27 *	32 16.4	29 *	20.8	35 *	29 15.5	27 *	15.9	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3				20,030 23.9							
	CBS TV					WHIZ KIDS (SD)				CBS SPECIAL MOVIE PRESENT. MURDER ME, MURDER YOU(R)							
	AVERAGE AUDIENCE (Households (000) & %)					7,290 8.7	8.3*		9.1*	12,230 14.6	12.0*		14.1*		14.7*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.4	14 *	8.1	15 *	26 11.7	20 *	14.0	24 *		27 *	16.8	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,260 19.4		15,590 18.6		13,410 16.0		11,650 13.9				5,280 6.3	
	NBC TV					DIFF'RENT STROKES-SAT.		SILVER SPOONS (SD)		MAMA'S FAMILY		YELLOW ROSE				LAROCHE POLITICAL	
	AVERAGE AUDIENCE (Households (000) & %)					13,990 16.7		13,990 16.7		11,480 13.7		8,210 9.8				4,110 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.8		28 17.5		23 13.8		17 13.5	16 *	9 10.6	19 *	5.3	4.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.2	54.7	55.5	56.3	57.7	58.7	58.2	59.3	59.8	59.7	59.2	59.0	56.5	55.4	54.2
		WK. 2	54.1	55.7	56.3	57.3	56.8	58.7	59.5	59.8	59.5	59.8	59.1	58.7	56.0	54.9	53.7
U.S. TV Households: 83,800,000																	

For explanation of symbols, See page A.

EVE.SAT. MAR.17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.10, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,110
(Households (000) & %) { 4.9

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE { 3,770
(Households (000) & %) { 4.5
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.5

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

11,560
13.8

SATURDAY NIGHT

(11:30-12:52AM)
(SUSTAINING 12:52-1:00AM)

NBC TV

AVERAGE AUDIENCE { 6,450
(Households (000) & %) { 7.7
SHARE OF AUDIENCE % 22
AVG. AUD. BY ¼ HR. % 8.5

8.6*

21 *

8.1

7.7*

22 *

6.5

6.4*

21 *

6.3

TOTAL AUDIENCE { 4,190
(Households (000) & %) { 5.0

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,940
(Households (000) & %) { 4.7
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.7

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

9,720
11.6

SATURDAY NIGHT

(11:30-12:52PM)
(SUSTAINING 12:52-1:00AM)

NBC TV

AVERAGE AUDIENCE { 5,610
(Households (000) & %) { 6.7
SHARE OF AUDIENCE % 19
AVG. AUD. BY ¼ HR. % 7.6

7.8*

20 *

7.5

6.9*

20 *

5.4

5.1*

18 *

4.4

TV HOUSEHOLDS USING TV	WK. 1	49.3	46.1	41.6	39.5	36.5	34.1	31.1	27.9	24.6	22.6	19.7	17.8	15.8	13.9	12.4	10.7
(See Def. 1)	WK. 2	48.4	45.0	41.1	38.5	35.6	32.7	30.0	27.3	24.7	23.1	19.8	17.7	15.3	13.6	12.1	10.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. MAR.17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.11, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	16,510 19.7				21,290 25.4				30,000 35.8							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE THE SPY WHO LOVED ME(R) (9:00-11:42PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,230 14.6	12.8*		16.3*	20.6	19.5*		21.7*	17,600 21.0	21.1*		21.9*		21.9*		21.3*
	SHARE OF AUDIENCE %	{	23	21 *		26 *	31	30 *		32 *	35	31 *		33 *		35 *		36 *
	AVG. AUD. BY ¼ HR.	{	11.8	13.9	15.8	16.8	19.0	20.0	21.6	21.8	21.2	21.0	21.9	21.8	22.2	21.5	21.4	21.1
	TOTAL AUDIENCE (Households (000) & %)	{	24,640 29.4				14,250 17.0		12,820 15.3		17,600 21.0		16,010 19.1		17,010 20.3			
	CBS TV		60 MINUTES				SUZANNE PLESHETTE SHOW		FOUR SEASONS (SD)		JEFFERSONS		ALICE		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	19,020 22.7	22.1*		23.3*	12,400 14.8	11,480 13.7		15,590 18.6		14,580 17.4		13,410 16.0		16.0*		16.1*
	SHARE OF AUDIENCE %	{	36	36 *		37 *	23	20		27		26		26		26 *		27 *
	AVG. AUD. BY ¼ HR.	{	21.2	23.0	24.0	22.7	15.0	14.5	13.4	13.9	18.0	19.1	17.6	17.1	15.8	16.2	16.2	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.4				17,930 21.4				19,690 23.5							
	NBC TV		FIRST CAMERA				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE LITTLE DARLINGS(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,270 5.1	5.2*		4.9*	13,740 16.4	15.5*		17.3*	13,070 15.6	15.8*		16.4*		16.0*		14.3*
	SHARE OF AUDIENCE %	{	8	9 *		8 *	25	24 *		25 *	24	23 *		24 *		26 *		24 *
	AVG. AUD. BY ¼ HR.	{	5.8	4.7	4.5	5.4	14.8	16.2	17.0	17.7	15.8	15.8	16.4	16.4	16.3	15.7	14.8	13.8
	TOTAL AUDIENCE (Households (000) & %)	{	14,500 17.3				19,610 23.4				25,810 30.8							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE ABSENCE OF MALICE (9:00-11:30PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,310 12.3	11.3*		13.3*	15,500 18.5	17.7*		19.3*	16,260 19.4	19.2*		19.9*		20.1*		19.1*
	SHARE OF AUDIENCE %	{	20	19 *		21 *	28	27 *		28 *	32	28 *		30 *		33 *		33 *
	AVG. AUD. BY ¼ HR.	{	10.4	12.2	12.8	13.8	17.4	18.0	19.1	19.4	19.3	19.1	19.7	20.1	20.2	20.1	19.2	19.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,810 30.8				14,750 17.6		12,230 14.6		17,260 20.6		16,420 19.6		17,010 20.3			
	CBS TV		60 MINUTES				SUZANNE PLESHETTE SHOW		DOMESTIC LIFE (SD)		JEFFERSONS		ALICE		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	19,780 23.6	22.8*		24.4*	12,650 15.1	11,480 13.7		15,590 18.6		15,080 18.0		13,990 16.7		17.1*		16.3*
	SHARE OF AUDIENCE %	{	38	38 *		38 *	23	20		27		27		28		28 *		28 *
	AVG. AUD. BY ¼ HR.	{	21.8	23.8	24.5	24.4	15.7	14.6	13.4	14.0	17.9	19.3	18.0	18.1	17.0	17.2	16.5	16.1
	TOTAL AUDIENCE (Households (000) & %)	{	8,380 10.0				17,770 21.2				18,270 21.8							
	NBC TV		FIRST CAMERA				KNIGHT RIDER (R)(SD)				NBC SUNDAY NIGHT MOVIE THE BORDER (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,200 6.2	6.2*		6.1*	13,990 16.7	15.7*		17.6*	11,230 13.4	13.3*		13.4*		13.8*		13.0*
	SHARE OF AUDIENCE %	{	10	10 *		10 *	25	24 *		26 *	21	20 *		20 *		22 *		22 *
	AVG. AUD. BY ¼ HR.	{	6.2	6.2	5.9	6.3	14.8	16.7	17.5	17.8	13.6	13.0	13.4	13.4	14.0	13.6	13.5	12.5
TV HOUSEHOLDS USING TV		WK. 1	59.8	61.9	63.2	64.2	65.2	66.2	67.9	68.4	68.3	68.1	67.5	66.4	63.5	61.9	59.5	57.6
(See Def. 1)		WK. 2	58.8	61.3	62.8	64.3	64.9	65.9	67.3	68.4	68.1	68.2	66.6	65.4	62.2	61.1	59.2	56.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAR.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.11, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

			2,770													
			3.3													

ABC TV

			ABC SUNDAY NIGHT MOVIE (9:00-11:42PM)(-OP)													
			(1) (OP)													

AVERAGE AUDIENCE
(Households (000) & %)

			2,930													
			3.5													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			20.4*													
			41 *													
			11													
			20.9													
			19.9													
			3.8													
			3.4													

W

TOTAL AUDIENCE
(Households (000) & %)

			4,530													
			5.4													

CBS TV

			CBS SUNDAY NEWS- OSGOOD													
--	--	--	----------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--

AVERAGE AUDIENCE
(Households (000) & %)

			4,190													
			5.0													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			10													
			5.0													

K

TOTAL AUDIENCE
(Households (000) & %)

			2,100													
			2.5													

NBC TV

			NBC LATE NIGHT MOVIE MURDER 1, DANCER 0(R) (11:30-1:34AM)													
--	--	--	---	--	--	--	--	--	--	--	--	--	--	--	--	--

AVERAGE AUDIENCE
(Households (000) & %)

			1,260													
			1.5													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			7													
			5 *													
			1.5													
			1.7													
			1.7													
			1.8													
			1.7													
			1.4													
			1.2													
			1.1													
			.8													

TOTAL AUDIENCE
(Households (000) & %)

			3,350													
			4.0													

ABC TV

			ABC SUNDAY NIGHT MOVIE (9:00-11:30PM)													
			ABC WEEKEND REPORT-SUN.													

AVERAGE AUDIENCE
(Households (000) & %)

			3,350													
			4.0													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			18.4*													
			37 *													
			11													
			19.7													
			17.0													
			4.0													

W

TOTAL AUDIENCE
(Households (000) & %)

			4,940													
			5.9													

CBS TV

			CBS SUNDAY NEWS- OSGOOD													
--	--	--	----------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--

AVERAGE AUDIENCE
(Households (000) & %)

			4,940													
			5.9													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			11													
			5.9													

K

TOTAL AUDIENCE
(Households (000) & %)

			1,930													
			2.3													

NBC TV

			NBC LATE NIGHT MOVIE ME AND MRS. C./YOUNG HEARTS/ COMEHEADS(R) (11:30-1:12AM)													
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

AVERAGE AUDIENCE
(Households (000) & %)

			1,010													
			1.2													

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

			5													
			4 *													
			1.3													
			1.2													
			1.2													
			1.2													
			1.1													
			1.1													
			1.0													

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	WK. 2	52.2	47.2	38.4	31.1	26.3	23.1	20.2	17.5	14.9	12.6	10.6	9.3	8.3	7.1	6.4	5.8
		52.3	46.3	37.6	32.1	27.5	24.3	21.1	18.1	15.9	14.2	12.5	10.7	8.9	7.4	6.4	5.7

U.S. TV Households: 83,800,000

(1) ABC WEEKEND REPORT-SUN., ABC, (11:42-11:57PM)

For explanation of symbols, See page A.

EVE.SUN. MAR.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 5-9, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			5,530 6.6				6,030 7.2									
	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) →		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) →		(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,360 5.2				5,030 6.0									
	SHARE OF AUDIENCE %			23				26									
WEEK 2	AVG. AUD. BY ¼ HR. %			5.2		5.3		6.0		6.1							
	TOTAL AUDIENCE (Households (000) & %)			3,270 3.9				3,850 4.6				5,030 6.0		5,200 6.2			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				3,020 3.6				4,190 5.0		4,440 5.3			
WEEK 3	SHARE OF AUDIENCE %			14				16				20		21			
	AVG. AUD. BY ¼ HR. %			3.1		3.2		3.6		3.6		4.7		5.3		5.1	
	TOTAL AUDIENCE (Households (000) & %)			4,360 5.2				4,530 5.4				4,020 4.8		4,610 5.5			
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) →		(PARTICIPATING)		← TODAY SHOW-8.30AM (CO-OP) →		(PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.1				3,600 4.3				3,350 4.0		4,020 4.8			
	SHARE OF AUDIENCE %			18				19				16		19			
	AVG. AUD. BY ¼ HR. %			4.2		4.0		4.3		4.3		3.8		4.3		4.7	
	TOTAL AUDIENCE (Households (000) & %)			5,780 6.9				6,120 7.3									
WEEK 5	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) →		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) →		(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,610 5.5				5,110 6.1									
	SHARE OF AUDIENCE %			24				26									
	AVG. AUD. BY ¼ HR. %			5.4		5.5		6.1		6.2							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			3,350 4.0				3,690 4.4				5,110 6.1		5,360 6.4			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)			2,770 3.3				3,020 3.6				4,270 5.1		4,610 5.5			
	SHARE OF AUDIENCE %			14				15				20		22			
WEEK 7	AVG. AUD. BY ¼ HR. %			3.2		3.3		3.6		3.6		4.8		5.4		5.3	
	TOTAL AUDIENCE (Households (000) & %)			4,440 5.3				4,690 5.6				4,020 4.8		4,780 5.7			
	NBC TV	← TODAY SHOW-7.30AM (CO-OP) →		(PARTICIPATING)		← TODAY SHOW-8.30AM (CO-OP) →		(PARTICIPATING)				FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.2				3,770 4.5				3,270 3.9		4,190 5.0			
WEEK 8	SHARE OF AUDIENCE %			18				19				16		20			
	AVG. AUD. BY ¼ HR. %			4.2		4.2		4.6		4.6		3.7		4.2		4.9	
	TV HOUSEHOLDS USING TV WK. 1	14.4	16.7	18.8	20.2	21.3	22.3	22.6	22.6	22.9	23.7	23.6	24.1	24.5	24.8	24.9	25.3
	(See Def. 1) WK. 2	14.6	17.0	19.1	20.4	21.5	22.9	23.2	23.2	23.5	24.0	24.0	24.5	24.6	25.0	25.0	25.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 5-9, 1984

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,770 4.5		3,520 4.2		4,940 5.9		4,360 5.2		9,220 11.0				8,550 10.2			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7		3,180 3.8		4,190 5.0		3,600 4.3		6,960 8.3		7.8*		6,450 7.7		7.5*	
	SHARE OF AUDIENCE %	{	14		14		18		15		26		24 *		26		25 *	
	AVG. AUD. BY ¼ HR. %	{	3.7	3.8	3.7	3.9	4.8	5.2	4.2	4.5	7.5	8.3	8.8	8.6	7.6	7.5	7.8	8.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	7,630 9.1		10,140 12.1				10,060 12.0				8,550 10.2				6,120 7.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.8		8,880 10.6				7,540 9.0	9.0*		9.0*	8.3	8.1*			8.4*	5,530 6.6
	SHARE OF AUDIENCE %	{	30		40				31	32 *		30 *	26	25 *			27 *	22
	AVG. AUD. BY ¼ HR. %	{	7.3	8.3	10.2	10.9			8.9	9.1	9.1	9.0	8.0	8.1	8.5	8.4	6.5	6.7
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	7,880 9.4		5,030 6.0		3,100 3.7		3,350 4.0		7,630 9.1				6,030 7.2			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		4,440 5.3		2,680 3.2		2,850 3.4		6,120 7.3	7.1*		7.6*	4,530 5.4		5.5*	5.3*
	SHARE OF AUDIENCE %	{	31		20		11		12		23	22 *		23 *	18		18 *	18 *
	AVG. AUD. BY ¼ HR. %	{	8.1	8.1	5.2	5.4	3.1	3.2	3.3	3.5	7.0	7.2	7.5	7.6	5.6	5.3	5.3	5.2
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		3,770 4.5		5,360 6.4		4,780 5.7		9,720 11.6				8,880 10.6			
	ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.0		3,350 4.0		4,530 5.4		4,020 4.8		7,540 9.0	8.5*		9.4*	6,700 8.0		8.0*	8.0*
	SHARE OF AUDIENCE %	{	16		16		19		17		29	27 *		30 *	27		27 *	27 *
	AVG. AUD. BY ¼ HR. %	{	3.8	4.1	3.8	4.1	5.2	5.7	4.6	5.0	8.1	9.0	9.5	9.4	8.1	7.9	7.8	8.2
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	7,710 9.2		10,310 12.3				9,720 11.6				7,710 9.2				5,950 7.1	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		8,970 10.7				7,540 9.0	9.0*		8.9*	6,370 7.6	7.3*			7.8*	5,360 6.4
	SHARE OF AUDIENCE %	{	32		42				32	32 *		31 *	25	23 *			26 *	22
	AVG. AUD. BY ¼ HR. %	{	7.6	8.5	10.4	10.9			9.0	9.1	9.0	8.9	7.2	7.3	7.8	7.8	6.4	6.5
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	7,460 8.9		4,530 5.4		3,020 3.6		3,180 3.8		7,210 8.6				5,950 7.1			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,450 7.7		3,940 4.7		2,600 3.1		2,770 3.3		5,950 7.1	6.8*		7.3*	4,610 5.5		5.5*	5.4*
	SHARE OF AUDIENCE %	{	30		18		11		12		23	22 *		23 *	18		18 *	18 *
	AVG. AUD. BY ¼ HR. %	{	7.7	7.7	4.6	4.8	3.0	3.1	3.2	3.3	6.7	7.1	7.4	7.3	5.6	5.5	5.6	5.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.8	26.6	26.4	27.6	28.9	29.6	29.3	30.1	31.2	31.9	31.7	31.9	30.9	30.7	29.9	31.0
		WK. 2	25.4	25.8	25.5	26.5	27.8	28.7	28.5	29.4	30.8	31.7	31.5	31.6	30.4	30.3	29.7	30.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 5-9, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	10,060 12.0				2,930 3.5										10,480 12.5	
	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT		(S)(OP)								ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,960 9.5				2,600 3.1										8,970 10.7	
	SHARE OF AUDIENCE %		28	9.4*			28*										19	
WEEK 2	AVG. AUD. BY ¼ HR. %	%	9.1	9.6	9.7		9.7	3.1	3.1								10.6	10.7
	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.5				3,600 4.3										13,240 15.8	
	CBS TV		GUIDING LIGHT (SD)				TATTLETALES		(S)(OP)								CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,040 8.4				3,020 3.6										11,650 13.9	
WEEK 3	SHARE OF AUDIENCE %	%	25	25*			25*	10									24	
	AVG. AUD. BY ¼ HR. %	%	8.1	8.3	8.5		8.7	3.6	3.6								14.0	13.8
	TOTAL AUDIENCE (Households (000) & %)	{	5,530 6.6														10,480 12.5	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR				(S)(OP)										NBC NIGHTLY NEWS	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6				5.0*										9,130 10.9	
	SHARE OF AUDIENCE %	%	14	4.2*			14*										19	
	AVG. AUD. BY ¼ HR. %	%	4.0	4.4	4.8		5.2										10.4	11.4
	TOTAL AUDIENCE (Households (000) & %)	{	10,730 12.8				3,180 3.8										10,640 12.7	
WEEK 5	ABC TV		GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	8,460 10.1				2,680 3.2										9,050 10.8	
	SHARE OF AUDIENCE %	%	31	9.9*			30*	10									19	
	AVG. AUD. BY ¼ HR. %	%	9.6	10.2	10.4		10.3	3.4	3.1								10.7	10.8
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	8,300 9.9				3,440 4.1										12,650 15.1	
	CBS TV		GUIDING LIGHT (SD)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1				2,850 3.4										10,980 13.1	
	SHARE OF AUDIENCE %	%	25	7.9*			25*	10									23	
WEEK 7	AVG. AUD. BY ¼ HR. %	%	7.7	8.0	8.4		8.3	3.3	3.6								13.1	13.2
	TOTAL AUDIENCE (Households (000) & %)	{	5,110 6.1														10,890 13.0	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3				4.5*										9,550 11.4	
WEEK 8	SHARE OF AUDIENCE %	%	13	4.0*			13*										20	
	AVG. AUD. BY ¼ HR. %	%	3.9	4.1	4.4		4.6										11.1	11.6
	TV HOUSEHOLDS USING TV WK. 1		32.4	34.0	34.9	36.0	35.5	36.9	38.1	40.3	42.2	44.2	45.9	48.1	51.8	54.6	56.2	57.6
	(See Def. 1) WK. 2		31.6	32.9	34.1	34.9	33.8	35.0	36.0	38.0	40.4	43.0	45.1	48.1	51.3	53.8	55.4	56.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 12-16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					4,360 5.2		4,690 5.6		4,860 5.8		5,360 6.4		5,870 7.0		5,530 6.6	
	ABC TV					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,520 4.2		4,110 4.9		4,270 5.1		4,610 5.5		5,030 6.0		4,780 5.7	
	SHARE OF AUDIENCE %					23		22		19		19		20		18	
	AVG. AUD. BY ¼ HR. %					4.0	4.4	4.6	5.3	5.1	5.1	5.2	5.8	6.0	5.9	5.6	5.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0				3,770 4.5		6,030 7.2				6,120 7.3		5,610 6.7		5,610 6.7	
	CBS TV					CAPTAIN KANGAROO-SAT		CHARLIE BROWN & SNOOPY SHOW (SD)		SATURDAY SUPERCAR		DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,510 1.8				3,020 3.6		3,940 4.7	4.3*			4,860 5.8		4,690 5.6		4,860 5.8	
	SHARE OF AUDIENCE %	16	1.4*		2.2*	20		19	19 *		5.1*	20		18		19	
	AVG. AUD. BY ¼ HR. %	1.3	1.6	2.0	2.4	3.4	3.7	4.1	4.4	4.9	5.2	5.4	6.1	5.3	5.9	5.6	6.0
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					3,520 4.2		5,950 7.1		7,880 9.4		9,050 10.8		8,970 10.7		9,300 11.1	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,850 3.4		4,610 5.5		6,790 8.1		7,960 9.5		7,960 9.5		7,880 9.4	
	SHARE OF AUDIENCE %					19		24		31		33		31		30	
	AVG. AUD. BY ¼ HR. %					3.0	3.7	5.0	6.1	7.8	8.4	9.4	9.5	9.7	9.3	9.2	9.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					4,020 4.8		4,610 5.5		5,610 6.7		5,110 6.1		5,200 6.2		5,950 7.1	
	ABC TV					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					3,350 4.0		3,770 4.5		4,690 5.6		4,440 5.3		4,610 5.5		4,940 5.9	
	SHARE OF AUDIENCE %					23		21		23		20		20		21	
	AVG. AUD. BY ¼ HR. %					3.7	4.4	4.4	4.6	5.5	5.6	5.4	5.2	5.6	5.5	5.8	6.0
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	2,510 3.0				3,600 4.3		6,120 7.3				5,780 6.9		5,280 6.3		5,110 6.1	
	CBS TV					CAPTAIN KANGAROO-SAT		CHARLIE BROWN & SNOOPY SHOW (SD)		SATURDAY SUPERCAR		DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	1,420 1.7				2,850 3.4		3,770 4.5	4.0*			5,030 6.0		4,690 5.6		4,020 4.8	
	SHARE OF AUDIENCE %	16	1.2*		2.2*	20		20	19 *		4.9*	23		20		17	
	AVG. AUD. BY ¼ HR. %	1.0	1.3	1.9	2.5	3.2	3.6	4.0	4.1	5.0	4.8	5.7	6.3	5.6	5.6	4.9	4.7
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					3,350 4.0		5,610 6.7		6,960 8.3		8,300 9.9		8,550 10.2		8,040 9.6	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					3,020 3.6		4,610 5.5		5,780 6.9		7,040 8.4		7,540 9.0		6,960 8.3	
	SHARE OF AUDIENCE %					21		26		28		32		32		29	
	AVG. AUD. BY ¼ HR. %					3.2	4.0	5.1	6.0	6.3	7.4	8.2	8.6	9.1	8.8	8.5	8.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.7	11.4	13.2	16.1	18.5	19.8	21.7	23.9	25.4	27.1	28.4	30.3	30.8	30.7	31.3
		WK. 2	8.7	10.6	12.6	15.2	18.1	19.7	21.2	23.0	24.4	25.8	26.6	27.3	27.6	27.6	27.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 10, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,530 6.6		{ 6,620 7.9		{ 5,360 6.4		{ 7,290 8.7										
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS A DIFFERENT TWIST		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,610 5.5		{ 5,360 6.4		{ 4,440 5.3		{ 4,190 5.0		{ 5.0*		{ 5.0*						
	SHARE OF AUDIENCE %	{ 17		{ 20		{ 16		{ 15		{ 15 *		{ 15 *						
AVG. AUD. BY ¼ HR. %	5.7	5.3	6.3	6.5	5.3	5.3	5.1	4.8	4.8	5.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,530 6.6		{ 5,030 6.0		{ 10,640 12.7								{ 6,870 8.2				
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		CBS NCAA BASKETBALL-SAT VIRGINIA TECH VS MEMPHIS ST.								DORAL EASTERN OPEN-SAT. (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,690 5.6		{ 4,270 5.1		{ 4,190 5.0		{ 3.6*		{ 4.5*		{ 5.7*		{ 3,270 3.9		{ 3.7*		
	SHARE OF AUDIENCE %	{ 18		{ 16		{ 15		{ 11 *		{ 14 *		{ 17 *		{ 18 *		{ 11 *		
WEEK 3	AVG. AUD. BY ¼ HR. %	5.6	5.7	5.0	5.1	3.5	3.8	4.5	4.4	5.6	5.8	6.6	6.2	4.0	3.5	3.8	3.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 8,880 10.6		{ 5,870 7.0		{ 7,120 8.5		{ 6,290 7.5						{ 6,870 8.2				
	NBC TV	MR. T		SPIDERMAN/HULK 1(B)		SPIDERMAN/HULK 2(B) (SD)		THUNDARR						NCAA BASKETBALL-REG'L S.E.C. CHAMPIONSHIP W.A.C. CHAMPIONSHIP MULTI-SEGMENT TELECAST				
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,290 8.7		{ 5,280 6.3		{ 6,200 7.4		{ 5,360 6.4						{ 2,930 3.5		{ 3.9*		
WEEK 4	SHARE OF AUDIENCE %	{ 28		{ 20		{ 23		{ 20		{ 6.5				{ 10		{ 11 *		
	AVG. AUD. BY ¼ HR. %	8.7	8.8	6.1	6.5	7.5	7.3	6.2	6.5					4.0	3.9	3.6	3.1	
	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 6.5		{ 6,620 7.9		{ 5,110 6.1		{ 6,450 7.7										
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS ARTHUR THE KID		AMERICAN BANDSTAND										
WEEK 5	AVERAGE AUDIENCE (Households (000) & %)	{ 4,780 5.7		{ 5,530 6.6		{ 3,850 4.6		{ 4,020 4.8		{ 4.9*		{ 4.6*						
	SHARE OF AUDIENCE %	{ 20		{ 22		{ 15		{ 15		{ 15 *		{ 14 *						
	AVG. AUD. BY ¼ HR. %	5.7	5.7	6.4	6.8	4.8	4.5	4.8	5.1	4.9	4.3							
	TOTAL AUDIENCE (Households (000) & %)	{ 5,780 6.9		{ 5,030 6.0		{ 13,490 16.1								{ 14,160 16.9				
WEEK 6	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		CBS NCAA BSKBL CHAMP-SA-1 MULTI-SEGMENT TELECAST VARIOUS TEAMS AND TIMES* (-OP)								CBS NCAA BSKBL CHAMP-SA-2 KENTUCKY VS BRIGHAM YOUNG INDIANA VS RICHMOND (OP) (2:07-4:22PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,440 5.3		{ 4,110 4.9		{ 6,790 8.1		{ 6.8*		{ 7.7*		{ 8.5*		{ 9.3*		{ 7,880 9.4		
	SHARE OF AUDIENCE %	{ 18		{ 17		{ 23		{ 21 *		{ 22 *		{ 24 *		{ 26 *		{ 26		
	AVG. AUD. BY ¼ HR. %	5.2	5.4	4.9	5.0	6.4	7.3	7.8	7.7	8.3	8.9	9.3	9.0	8.3	8.8	9.6	9.6	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{ 7,120 8.5		{ 5,530 6.6		{ 6,870 8.2		{ 5,870 7.0										
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.1		{ 4,690 5.6		{ 5,700 6.8		{ 4,860 5.8										
	SHARE OF AUDIENCE %	{ 25		{ 19		{ 22		{ 18										
WEEK 8	AVG. AUD. BY ¼ HR. %	7.3	6.9	5.5	5.8	6.8	6.8	5.9	5.7									
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	31.5	32.0	31.9	32.5	32.7	32.8	32.7	31.8	32.3	33.6	34.2	35.3	34.9	35.4	35.8	36.4
		WK. 2	28.7	29.1	29.8	31.0	31.1	31.8	32.8	33.6	33.7	32.6	33.7	34.7	35.5	35.7	36.7	36.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 10, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		10,810 12.9						14,330 17.1							
	ABC TV		SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		6,450 7.7	6.2*		7.9*		9.0*	9.2	8.4*		9.4*			9.7*	
	SHARE OF AUDIENCE %	%	10		19	16 *		20 *	8.2	22 *	20	20 *		21 *			19 *	9.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					8,880 10.6										8,880 10.6	
	CBS TV		DORAL EASTERN OPEN-SAT. (2:00-4:00PM)				CBS NCAA BASKETBALL-GM 2 UCLA VS OREGON STATE											
	AVERAGE AUDIENCE (Households (000) & %)	{		4.1*		4.0*	3,270 3.9	3.2*		3.1*		4.2*		5.1*			7,460 8.9	
	SHARE OF AUDIENCE %	%	4.1	11 *		11 *	10	8 *		8 *		11 *		12 *			17	9.4
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,230 13.4										7,210 8.6	
	NBC TV		NCAA BASKETBALL-REG'L S.E.C. CHAMPIONSHIP W.A.C. CHAMPIONSHIP MULTI-SEGMENT TELECAST				NCAA BASKETBALL-NAT'L MARQUETTE VS DEPAUL (4:00-6:17PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2.8*		3.8*	4,190 5.0	4.7*		4.2*		4.3*		5.6*			6,030 7.2	
	SHARE OF AUDIENCE %	%	2.7	8 *		10 *	12	12 *		11 *		11 *		13 *			14	7.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8		10,980 13.1						14,160 16.9							
	ABC TV		SPORTSBEAT		PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8		6,620 7.9	6.7*		8.3*		8.7*	6,790 8.1	8.5*		8.2*			7.6*	
	SHARE OF AUDIENCE %	%	10		20	17 *		21 *	8.8	21 *	18	20 *		18 *			15 *	7.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					15,340 18.3										8,300 9.9	
	CBS TV		CBS NCAA BSKBL CHAMP-SA-2 KENTUCKY VS BRIGHAM YOUNG INDIANA VS RICHMOND (2:07-4:22PM) (-OP)						CBS NCAA BSKBL CHAMP-SPEC VARIOUS TEAMS AND TIMES (4:22-6:30PM) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{		9.3*		9.8*	8,210 9.8		9.8*		9.7*		9.9*				6,870 8.2	
	SHARE OF AUDIENCE %	%	9.4	26 *		26 *	23		25 *		23 *		23 *				16	8.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					6,870 8.2				5,110 6.1						9,890 11.8	
	NBC TV		JOHN DENVER CELEB. SKIING						BAY HILL GOLF CLASSIC-SAT									
	AVERAGE AUDIENCE (Households (000) & %)	{					3,690 4.4	4.3*		4.5*	3,440 4.1	3.8*		4.4*			7,540 9.0	
	SHARE OF AUDIENCE %	%					11	11 *		11 *	10	9 *		10 *			18	9.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	36.6	37.4	37.9	39.3	38.9	39.9	40.3	40.7	41.2	42.9	44.6	46.5	50.0	50.9	51.4	52.5
		WK. 2	36.8	37.5	38.0	39.1	39.3	40.5	40.8	41.9	42.8	43.4	44.1	45.8	48.2	49.9	51.3	52.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAR. 17, 1984

DAY SUN. MAR.11. 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	SHARE OF AUDIENCE %	AVG. AUD. BY ¼ HR. %
--	------------------------	-------------------------

W

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	1,100	{
35-49	1,000	
50-64	1,000	
65+	1,000	
TOTAL		4,000

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{
SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%

K

1

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	1,100	{
35-49	1,000	
50-64	1,000	
65+	1,000	
TOTAL		4,000

NBC TV

AVERAGE AUDIENCE	
(Households (000) & %)	{
SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%
TOTAL AUDIENCE	
(Households (000) & %)	{

ABC TV

AVERAGE AUDIENCE	{
(Households (000) & %)	
SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%

W

	TOTAL AUDIENCE (Households (000) & %)	
18-34	67 / 19%	{
35-49	100 / 30%	
50-64	100 / 30%	
65+	100 / 30%	
MALE	100 / 30%	{
FEMALE	100 / 30%	
WHITE	100 / 30%	
BLACK	100 / 30%	
HISpanic	100 / 30%	{
ASIAN	100 / 30%	
PACIFIC ISLANDER	100 / 30%	
NATIVE AMERICAN	100 / 30%	
TELEVISION OWNERS	100 / 30%	{
CABLE TV SUBSCRIBERS	100 / 30%	
SATellite TV SUBSCRIBERS	100 / 30%	
BROADBAND INTERNET ACCESS	100 / 30%	

CBS TV

AVERAGE AUDIENCE	{
(Households (000) & %)	{
SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%

2

TOTAL AUDIENCE		{
(Households (000) & %)		
18-34	1,200	{
35-49	1,100	
50-64	1,000	
65+	900	

NBC TV

AVERAGE AUDIENCE	{
(Households (000) & %)	
SHARE OF AUDIENCE	%
AVG. AUD. BY ¼ HR.	%

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	7.7	8.9	9.8	12.2	14.9	17.2	19.0	21.6	23.7	25.5	26.7	26.5	27.0	28.9	29.5	30.4
	WK. 2	7.0	8.4	9.9	11.5	13.5	15.8	18.1	20.9	23.1	23.8	24.9	25.8	26.6	27.9	28.2	28.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAR.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 11, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	6,790 8.1 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												5,450 6.5	15,840 18.9 (1)			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,360 5.2												4,360 5.2	6,030 7.2			6.3*
	SHARE OF AUDIENCE %	16 15 *												13 17	17 16 *			16 *
WEEK 2	AVG. AUD. BY ¼ HR. %	4.6 5.0												4.9 5.4	5.8 5.8			6.7
	TOTAL AUDIENCE (Households (000) & %)	5,450 6.5 ← ROAD TO SEATTLE-12:00PM → CBS NCAA BASKETBALL-SUN PURDUE VS MINNESOTA												10,140 12.1				
	FOR OUR TIMES (SUS)																	
	ABC TV																	
WEEK 3	AVERAGE AUDIENCE (Households (000) & %)	2,930 3.5												4,860 5.8	5.5* 14 *			5.7*
	SHARE OF AUDIENCE %	11 9 *												15 17 *	16 *			14 *
	AVG. AUD. BY ¼ HR. %	2.7 3.0												5.9 5.9	5.8 5.1			6.1
	TOTAL AUDIENCE (Households (000) & %)	3,940 4.7 MEET THE PRESS												4,530 5.4 ← AMERICAN SKI CLASSIC →	9,130 10.9 NCAA BASKETBALL GAME-SUN A.C.C. CHAMPIONSHIP S.W.C. CHAMPIONSHIP (2:00-4:04PM)			
WEEK 4	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,270 3.9												2,430 2.9	3,600 4.3			3.8*
	SHARE OF AUDIENCE %	12 12 *												8 7 *	11 8 *			9 *
	AVG. AUD. BY ¼ HR. %	3.9 3.9												2.2 2.9	3.5 3.2			3.8 3.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	5,530 6.6 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)												4,860 5.8	14,330 17.1 (2)			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,270 3.9												3,600 4.3	5,360 6.4			5.6*
	SHARE OF AUDIENCE %	12 13 *												11 15	15 15 *			15 *
WEEK 6	AVG. AUD. BY ¼ HR. %	3.9 3.9												4.0 4.7	5.1 5.1			6.0
	TOTAL AUDIENCE (Households (000) & %)	15,840 18.9 ← CBS NCAA BSKBL CHMP-SP-1 VIRGINIA VS ARKANSAS WASHINGTON VS DUKE MULTI-SEGMENT TELECAST (-OP) → CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES (2:09-4:23PM) (OP)												14,500 17.3				
	FOR OUR TIMES (SUS)																	
	ABC TV																	
WEEK 7	AVERAGE AUDIENCE (Households (000) & %)	7,460 8.9												7,540 9.0	9.7*			9.0*
	SHARE OF AUDIENCE %	24 19 *												23 26 *	23 *			23 *
	AVG. AUD. BY ¼ HR. %	5.8 7.1												10.7* 10.7* 11.3	9.5 9.5			8.6
	TOTAL AUDIENCE (Households (000) & %)	3,270 3.9 MEET THE PRESS												8,210 9.8 ← RELIGIOUS SERIES (SUS) →	8,210 9.8 BAY HILL GOLF CLASSIC-SUN (2:30-4:46PM)			
WEEK 8	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,600 3.1												3,770 4.5	3.7*			
	SHARE OF AUDIENCE %	10 10 *												11 10 *	10 *			
	AVG. AUD. BY ¼ HR. %	2.8 3.3												3.7 3.7	3.7			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.3	31.2	32.6	33.2	32.3	32.9	33.2	34.2	34.7	35.6	36.6	38.5	39.2	39.7	40.1	40.5
		WK. 2	29.1	30.3	31.4	31.7	31.7	33.0	33.2	34.2	34.6	35.6	36.0	37.1	37.4	38.1	38.4	39.0

TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.3	31.2	32.6	33.2	32.3	32.9	33.2	34.2	34.7	35.6	36.6	38.5	39.2	39.7	40.1	40.5
		WK. 2	29.1	30.3	31.4	31.7	31.7	33.0	33.2	34.2	34.6	35.6	36.0	37.1	37.4	38.1	38.4	39.0

U.S. TV Households: 83,800,000

(1) USFL FOOTBALL, PHILADELPHIA VS NEW JERSEY & MICHIGAN VS DENVER, ABC, MULTI-SEGMENT TELECAST

A-35 (2) USFL FOOTBALL, NEW JERSEY VS HOUSTON & ARIZONA VS MICHIGAN, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 11, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 83,800,000

USFL FOOTBALL
PHILADELPHIA VS NEW JERSEY
MICHIGAN VS DENVER
MULTI-SEGMENT TELECAST

DORAL EASTERN OPEN-SUN.

ROAD TO SEATTLE

CBS EVENING NEWS-DEAN

NCAA BASKETBALL GAME-SUN
A.C.C. CHAMPIONSHIP
S.W.C. CHAMPIONSHIP
(2:00-4:04PM)(-OP)

SPORTSWORLD
(4:04-6:00PM)
(OP)

USFL FOOTBALL
NEW JERSEY VS HOUSTON
ARIZONA VS MICHIGAN
MULTI-SEGMENT TELECAST

CBS NCAA BSKBL CHMP-SP-2
VARIOUS TEAMS AND TIMES
(2:09-4:23PM)
(-OP)

CBS NCAA BSKBL CHMP-SP-3
VARIOUS TEAMS AND TIMES
(4:23-6:30PM)
(-OP)

BAY HILL GOLF CLASSIC-SUN
(2:30-4:46PM)
(-OP)

SPORTSWORLD
(4:46-6:00PM)
(OP)

8,380
10.0
ABC WRLD NEWS
TONIGHT-SUN

7,040
8.4
16
8.1

8.7

7,540
9.0
NBC NIGHTLY NEWS-SUN

6,370
7.6
14
7.5

7.6

8,550
10.2
ABC WRLD NEWS
TONIGHT-SUN

6,790
8.1
15
7.7

8.4

4,610
5.5
CBS EVENING NEWS-DEAN(B)

3,940
4.7
8
4.7

4.7

8,550
10.2
NBC NIGHTLY NEWS-SUN

7,120
8.5
15
8.6

8.4

For explanation of symbols, See page A.

DAY SUN. MAR. 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																		
ABC ABC BUSINESS BRIEF-MON	1	8.58- 8.59PM	8.45	11,650	13.9	11,650	13.9	20	13.9									
EVENING TUESDAY																		
ABC '84 VOTE: SUPER TUE- 8:00P(S)	2	8.00- 8.03PM	8.00									13,160	15.7	11,650	13.9	22	13.9	
ABC ABC BUSINESS BRIEF-TUE.(SUS)	1	8.28- 8.29PM	8.15															
ABC '84 VOTE: SUPER TUE- 8:44P(S)	2	8.44- 8.46PM	8.30 8.45									10,640	12.7	10,310	12.3	18	12.2 12.4	
CBS MISSISSIPPI	2	8.05- 9.05PM	→GRID 9.00									16,590	19.8	11,650	13.9	20	18.3	
CBS NEWSBREAK-TUE(B)	1	8.58- 8.59PM	8.45	7,790	9.3	7,790	9.3	13	9.3									
CBS CBS TUESDAY NIGHT MOVIES	2	9.05-11.11PM	→GRID 11.00									24,470	29.2	16,590	19.8 15.6*	31 30*	15.6	
EVENING WEDNESDAY																		
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	17,100	20.4	17,100	20.4	31	20.4			17,260	20.6	17,260	20.6	31	20.6	
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.00-11.30PM	→GRID 11.00 11.15	20,360	24.3	9,220	11.0	19	10.4 8.4									
EVENING THURSDAY																		
ABC ABC BUSINESS BRIEF-THU.(SUS)	1	8.58- 8.59PM	8.45															
CBS PEOPLE'S CHOICE AWARDS(S)	2	9.00-11.02PM	→GRID 11.00									30,840	36.8	18,770	22.4	36	19.5	
EVENING FRIDAY																		
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	14,330	17.1	14,330	17.1	27	17.1									
	2	8.46- 8.47PM	8.45									14,750	17.6	14,750	17.6	28	17.6	
EVENING SATURDAY																		
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	12,400	14.8	12,400	14.8	25	14.8			13,830	16.5	13,830	16.5	28	16.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,160	15.7	13,160	15.7	27	15.7			15,250	18.2	15,250	18.2	31	18.2	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,220	11.0	9,220	11.0	19	11.0			7,120	8.5	7,120	8.5	14	8.5	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,050	10.8	9,050	10.8	18	10.8			11,400	13.6	11,400	13.6	23	13.6	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,720	10.4	8,720	10.4	18	10.4									
EVENING SUNDAY																		
ABC ABC SPORTS UPDATE-SUN	1	8.33- 8.35PM	8.30	18,180	21.7	17,850	21.3	31	21.3									
	2	8.34- 8.35PM	8.30									15,750	18.8	15,750	18.8	28	18.8	
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.42PM	→GRID 11.30	30,000	35.8	17,600	21.0 17.9*	35 47*	17.9									
ABC ABC NEWSBRIEF-SUN.		10.01-10.02PM	10.00	17,430	20.8	17,430	20.8	33	20.8			16,340	19.5	16,340	19.5	31	19.5	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,730	14.0	11,730	14.0	20	14.0			11,400	13.6	11,400	13.6	20	13.6	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	11,980	14.3	11,980	14.3	21	14.3			10,310	12.3	10,310	12.3	18	12.3	
NBC NBC NEWS DIGEST-2-SUN.	2	9.57- 9.58PM	9.45									10,140	12.1	10,140	12.1	19	12.1	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F			9.45	14,080	16.8	14,500	17.3	26	16.8	M-F	13,990	16.7	13,490	16.1	25	16.6	M-F
ABC '84 VOTE: SUPER TUE-11:30P(S)	2	11.30-12.35AM	11.30								8,800	10.5	4,610	5.5	18	7.8	TUE.
			11.45											7.0*	20*	6.1	TUE.
			12.00													4.9	TUE.
			12.15											4.4*	16*	4.0	TUE.
			12.30													3.7	TUE.
ABC ABC NEWS: NIGHTLINE	1	11.30-12.00MD	11.30	7,120	8.5	5,610	6.7	19	7.5	M-F	6,620	7.9	5,280	6.3	18	7.1	MWTHF
	2	>	11.30											6.4*	18*	5.8	MWTHF
			11.45						6.0	M-F				6.4*	18*	4.5	WED.
			12.00								2,350	2.8	1,840	2.2	8	2.4	MWTHF
ABC EYE ON HOLLYWOOD		>	12.00	2,180	2.6	1,760	2.1	8	2.4	M-F						2.1	MWTHF
			12.15						1.9	M-F						2.1	MWTHF
			12.30						1.8	TU-F						2.0	MW
CBS NEWSBREAK-M-F		>	8.15	13,660	16.3	13,240	15.8	24	12.3	MWTHF	12,990	15.5	12,570	15.0	22	10.2	M-F
			8.45						17.4	MTHF						16.8	MTHF
			9.00													15.5	TUE.
CBS CAMPAIGN '84: PRIMARIES(S)	2	11.43-12.18AM	11.30								8,630	10.3	6,200	7.4	24	9.8	TUE.
			11.45											8.5*	25*	8.3	TUE.
			12.00													6.4	TUE.
			12.15											6.3*	22*	5.8	TUE.
CBS CBS NCAA BSKBL CHAMP-FRI.(S)	2	11.30- 1.46AM	11.30								8,300	9.9	3,690	4.4	16	6.4	FRI.
			11.45											6.0*	16*	5.6	FRI.
			12.00													4.8	FRI.
			12.15											4.6*	15*	4.4	FRI.
			12.30													4.0	FRI.
			12.45											4.0*	16*	4.0	FRI.
			1.00													4.0	FRI.
			1.15											3.8*	19*	3.6	FRI.
			1.30													3.1	FRI.
			1.45											3.1*	19*	2.8	FRI.
CBS CBS NCAA BSKBL CHAMP-THU.(S)	2	11.33- 2.00AM	11.30								7,790	9.3	2,850	3.4	16	6.1	THU.
			11.45											5.2*	15*	4.6	THU.
			12.00													4.1	THU.
			12.15											3.7*	14*	3.4	THU.
			12.30													3.4	THU.
			12.45											3.3*	16*	3.1	THU.
			1.00													3.1	THU.
			1.15											3.0*	19*	2.9	THU.
			1.30													2.2	THU.
			1.45											2.0*	18*	1.7	THU.
CBS LATE MOVIE I		>	11.30	6,960	8.3	4,780	5.7	20	6.4	M-F	6,790	8.1	4,860	5.8	22	6.5	M-W
			11.45						6.0	MTUTHF				6.3*	18*	6.2	M & W
			12.00						5.9	M-F						6.2	M-W
			12.15						5.7*	21*				5.9*	23*	5.6	M-W
			12.30						5.2	M-F						5.7	M-W
			12.45						4.4	M-F				5.3*	25*	4.9	M-W
			1.00						3.7	WED.				4.8*	28*	4.9	TUE.
			1.15													4.6	TUE.
CONT'D																	

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,270	5.1	3,440	4.1	24	4.6	M-F	4,360	5.2	3,600	4.3	27	5.3	M-W		
			12.45				4.5*	22*	4.5	MTUTHF				5.1*	26*	5.1	M & W		
			1.00						4.1	M-F						4.7	M-W		
			1.15				4.0*	25*	3.8	M-F				4.4*	28*	4.0	M-W		
			1.30						3.3	WED.						3.6	TUE.		
			1.45				3.2*	28*	3.0	WED.				3.5*	27*	3.4	TUE.		
			2.00											3.3*	31*	3.3	TUE.		
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,340	1.6	1,170	1.4	16	1.5	M-THSU	1,260	1.5	1,090	1.3	14	1.5	MWTHSU		
			2.15						1.2	M-THSU						1.2	MWTHSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,430	2.9	1,010	1.2	24		M-THSU	2,350	2.8	1,010	1.2	24		M-THSU		
			2.30						1.6	M-THSU						1.7	M-THSU		
			2.45				1.5*	22*	1.4	M-THSU				1.5*	21*	1.3	M-THSU		
			3.00						1.5	M-THSU						1.3	M-THSU		
			3.15				1.4*	25*	1.3	M-THSU				1.3*	22*	1.3	M-THSU		
			3.30						1.3	M-THSU						1.3	M-THSU		
			3.45				1.3*	27*	1.3	M-THSU				1.2*	24*	1.2	M-THSU		
			4.00						1.2	M-THSU						1.2	M-THSU		
			4.15				1.2*	28*	1.1	M-THSU				1.2*	27*	1.1	M-THSU		
			4.30						1.2	M-THSU						1.1	M-THSU		
			4.45				1.2*	29*	1.2	M-THSU				1.1*	26*	1.1	M-THSU		
			5.30						1.0	M-THSU						1.1	M-THSU		
			5.45				1.0*	22*	1.0	M-THSU				1.1*	23*	1.1	M-THSU		
NBC NBC NEWS DIGEST-M-F		>	8.45	9,890	11.8	9,890	11.8	18	11.5	M-F	12,400	14.8	12,990	15.5	23	13.7	M-F		
			9.00						13.2	MON.						19.0	TUE.		
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,550	11.4	9,550	11.4	17	11.4	TU&TH	9,640	11.5	9,640	11.5	18	11.5	MW		
	2	>	9.45								9,800	11.7	6,120	7.3	23	8.2	M-F		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,640	11.5	6,030	7.2	23	8.3	M-F				7.3	23	7.6	M-F		
			11.45				7.9*	22*	7.5	M-F				7.9*	22*	7.6	M-F		
			12.00						7.0	M-F						7.2	M-F		
			12.15				6.6*	24*	6.1	M-F				6.7*	24*	6.2	M-F		
			12.30													5.3	TUE.		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,100	3.7	2,510	3.0	15	3.3	M-TH	3,180	3.8	2,770	3.3	16	3.5	M-TH		
			12.45						2.7	M-TH						3.1	M-TH		
			1.00													2.9	TUE.		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.6	3,350	4.0	20	5.5	FRI.	6,370	7.6	3,180	3.8	19	5.1	FRI.		
			12.45				5.1*	20*	4.7	FRI.				4.6*	19*	4.0	FRI.		
			1.00						4.1	FRI.						3.7	FRI.		
			1.15				3.9*	20*	3.6	FRI.				3.6*	18*	3.6	FRI.		
			1.30						3.1	FRI.						3.3	FRI.		
			1.45				2.9*	18*	2.8	FRI.				3.2*	20*	3.0	FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,010	2.4	1,760	2.1	14	2.2	M-TH	2,600	3.1	2,180	2.6	17	2.7	M-TH		
			1.15						1.9	M-TH						2.4	M-TH		
			1.30													2.4	TUE.		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,010	2.4	1,840	2.2	15	2.2	M-F		2,010	2.4	1,840	2.2	15	2.2	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,450	7.7	6,200	7.4	23	7.4	M-F		7,290	8.7	7,120	8.5	27	8.5	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,550	11.4	6,030	7.2	18	6.5	WED.									
			4.45					17*	6.3	WED.									
			5.00						7.8	WED.									
			5.15					19*	8.3	WED.									
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,840	2.2	1,340	1.6	16	1.4	M-F		1,680	2.0	1,340	1.6	15	1.4	M-F	
			6.45						1.8	M-F							1.7	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,370	8.8	7,040	8.4	31	8.4	M-F		7,370	8.8	7,040	8.4	32	8.4	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,450	7.7	6,030	7.2	20	7.2	M-F		5,780	6.9	5,450	6.5	19	6.5	M-F	
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.30- 5.30PM	4.30	6,370	7.6	3,940	4.7	12	4.5	TUE.									
			4.45					11*	4.2	TUE.									
			5.00						5.0	TUE.									
			5.15					12*	5.0	TUE.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	11	1.2	M-F		1,930	2.3	1,420	1.7	12	1.4	M-F	
			6.45						1.7	M-F							2.0	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,770	4.5	3,770	4.5	15	4.5	M-F		3,440	4.1	3,440	4.1	14	4.1	M-F	
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	6,030	7.2	4,190	5.0	13	4.6	TUE.									
			4.15					12*	5.0	TUE.									
			4.30						5.0	TUE.									
			4.45					13*	5.4	TUE.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	4,360	5.2	3,850	4.6	24	4.6			4,190	5.0	3,770	4.5	25	4.5		
ABC MENU-10:25AM		10.25-10.29AM	10.15	5,610	6.7	4,690	5.6	18	5.6			5,110	6.1	4,270	5.1	18	5.1		
ABC MENU-11:55AM		11.55-11.59AM	11.45	6,370	7.6	5,280	6.3	19	6.3			6,960	8.3	6,200	7.4	25	7.4		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,270	3.9	2,930	3.5	18	3.5			3,350	4.0	2,850	3.4	18	3.4		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,280	6.3	4,860	5.8	20	5.8			4,780	5.7	4,690	5.6	21	5.6		
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,530	6.6	4,940	5.9	19	5.9			4,530	5.4	4,360	5.2	18	5.2		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,690	5.6	4,360	5.2	16	5.2			4,690	5.6	4,190	5.0	17	5.0		
CBS CBS NCAA BSKBL CHAMP-SA-1	2	12.00- 2.05PM	-GRID 2.00									13,490	16.1	6,790	8.1	23			
															7.5*	20*	7.5		
CBS CBS NCAA BSKBL CHAMP-SA-2	2	2.07- 4.22PM	-GRID 4.15									14,160	16.9	7,880	9.4	26			
															9.5*	25*	8.6		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,020	4.8	3,940	4.7	24	4.7			4,360	5.2	4,110	4.9	27	4.9		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,870	7.0	5,610	6.7	28	6.7			5,450	6.5	5,110	6.1	27	6.1		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,210	9.8	7,880	9.4	31	9.4			7,790	9.3	7,460	8.9	31	8.9		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,960	9.5	7,710	9.2	29	9.2			6,620	7.9	6,370	7.6	27	7.6		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	5,950	7.1	5,700	6.8	21	6.8			5,610	6.7	5,530	6.6	21	6.6		
DAY SUNDAY																			
CBS CBS NCAA BSKBL CHMP-SP-1(S)	2	12.00- 2.11PM	-GRID 2.00									15,840	18.9	7,460	8.9	24			
															12.6*	31*	12.5		
CONT'D																			

				WEEK 1					WEEK 2				
DAY	NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%
DAY SUNDAY-CONT'D													
CBS CBS NCAA BSKBL CHMP-SP-1(S)-CONT'D				2.15									
CBS CBS NCAA BSKBL CHMP-SP-2(S)	2	2.09- 4.23PM	→GRID	4.15								14,500	17.3
NBC NCAA BASKETBALL GAME-SUN	1	2.00- 4.04PM	→GRID	4.00	9,130	10.9	3,600	4.3	11	6.2		7,540	9.0
NBC BAY HILL GOLF CLASSIC-SUN(S)	2	2.30- 4.46PM	→GRID	4.45								9.2*	22*
												8.9	
												8,210	9.8
												3,770	4.5
												5.8*	14*
												5.8	